

Bihar Museum, Patna

(An Autonomous Society under the Department of Art, Culture & Youth, Government of Bihar)

Nehru Path (Bailey Road), Patna-800001

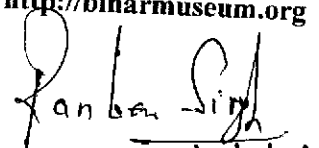
Request for Proposal (RFP) is invited from Agencies of National or International repute for the
“Selection of a specialist design consulting firm for branding & communications and the website of Bihar Museum, Nehru Path, Patna.”

1. Detailed information of the RFP can be downloaded from the website <http://biharmuseum.org> or <http://prdbihar.gov.in>. The bidders shall submit bids in two separate envelopes clearly marked Technical Bid and Financial Bid with the name and address of bidders and the name of works clearly mentioned on the envelopes. Both the bids to be enclosed in a large envelop with name and address of bidders and the name of works clearly mentioned. Tender Document complete in all respects in a sealed envelope is to be submitted by Speed Post/Registered Post/Courier or by hand only at the Office of the Director General, Bihar Museum, Nehru Path (Bailey Road), Patna - 800001. The tenders received late/tenders without Processing Fee/Bid Security Fee/Conditional tenders/Incomplete Tenders in any respect shall be rejected. The Director General, Bihar Museum, Patna reserves the right to accept or reject any or all tenders without assigning any reason.
2. **Important Dates for the selection process:**
3. Date of Inviting the Tender - 20.07.2022
4. Date of Pre-Bid Meeting - 29.07.2022 at 3: 00 pm
5. Last Date of Submission of Pre-Bid Queries- 31.07.2022
6. Last date for submission of Tender - 16.08.2022 up to 3:00 pm
7. Date of opening of Technical Bid - 16.08.2022 at 3:30 pm
8. Date of opening of Financial Bid - Will be informed.
9. Details of Work

S l. No.	Name of work	Estimated cost (In Rs.)	Earnest Money (in Rs)	Cost of Tender Doc. (in Rs)	Time of completion of work
1	2	3	4	5	6
1	Selection of a specialist design consulting firm for branding & communications and the website of Bihar Museum, Nehru Path, Patna	As Quoted by Bidder (inclusive of all taxes).	125000/-	10000/-	Part(A)- 08 months; Part(B)-One year. Will be extended up to 05 years on satisfactory performance.

10. Agencies of national or international repute may tender. Any bidder debarred from work or blacklisted will not be allotted the work.
11. The cost of tender document is non-refundable, and it should be in the shape of Demand Draft from any scheduled bank, payable in favor of “**Bihar Museum Society, Patna**” payable at Patna. Original Bank Draft along with signed bids and EMD (in original) shall be submitted at the office of the Director General, Bihar Museum, Patna till date and time of submission of the tender.
12. Earnest money shall be in the form as explained in the Bidding Document available at the website. Original EMD along with signed bids shall be submitted at the office of the Director General, Bihar Museum, Patna till date and time of submission of the tender.
13. The Successful bidder must has to deposit 05% (Five) percent of the Contract Value Part (A) as Performance Security before signing of the contract. Five percent (05%) will be deducted from the running bills of Part (B).
14. Deduction at source from running bill will be done per month for income tax, GST, Security deposit etc. as per Bihar Government rule. Rate quoted by bidder shall be all inclusive of GST and any other taxes etc.

15. Regarding any information of the proposed work, bidder should contact office of the Director General, Bihar Museum, Patna on any working day, before submission of bid. Queries can be emailed at bmpatna2014@gmail.com
16. The undersigned has right to extend or cancel the Bids without declaring any reason.
17. Other information can be obtained and downloaded from the website <http://biharmuseum.org> or <http://prdbihar.gov.in>.

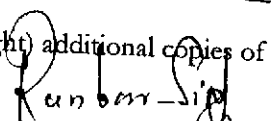

(Additional Director-Admin)

Bihar Museum

Memo No. - H.A. 591

Patna, Dated: - 19.07.2022

Copy to - The Director, Information & Public Relation Department, Bihar with 08 (eight) additional copies of the advertisement and CD for publication in local & national dailies.


(Additional Director-Admin) 19/7/22
Bihar Museum

Request for Proposal (RFP) for Selection of a Specialist Design Consulting Firm for branding & communication and the website of Bihar Museum, Patna

Technical Evaluation: Phase 1 and 2

TECHNICAL EVALUATION: PHASE 1

Bidder's Name:							
Address:							
		To be evaluated by Bihar Museum					
Criteria	Resume	Experience, scale and quality of work					
1	Years of Experience of the firm as a registered business in the field of branding and communication including web design and other services		10	3	6	10	
				Between 10-12 years	13-14 years	15 years and more	
				0 to 1	4-5	8-10	
2	Qualification and experience of key personnel of team, Project Director, Project Manager, Sr graphic designer, web designer and developer		10	Not qualified key team with poor resume - poor qualifications and poor experience, at least 1/5 members are in-house, no deep and no long experience in at least one large, complex and similar project.	Qualified key team with reasonable resume - Required qualifications and experience, at least 2/5 members are in-house, deep and long experience in at least one large, complex and similar project.	Qualified key team with strong resume - High qualifications and experience, at least 3/5 members are in-house, deep and long experience in large, complex and similar projects.	
				Poor qualification of the Project head/Director - not from design background	Average qualification of the Project head/Director - from design school but not a reputed one	High qualification of the Project head/Director - from an esteemed design school	
				0 to 1	2 to 3	4 to 5	
3	Team Org-chart showing clear responsibilities of the personnel listed above, and other sub-contractors, including processes and key contact person. Mandatory Requirement. Bid will be rejected if not submitted.		5	Team organization is poor and confused. Key team members as per the list of 10 personnel are not identified. Lead firm is not directly responsible for the quality and production of the project. Sub-contractor's roles and responsibilities are not identified	Team organization is reasonably presented and well organized. Reporting relationships are reasonably understood. Roles and responsibilities are generally understood.	Team organization is clearly presented. Reporting structures are well defined. Lead firm is clearly responsible, in charge and undertaking a majority of the work. Clear communication, roles, and responsibilities are presented. Candidate presents itself as a well organized, communicative and flexible partner for the project.	
				0 to 1	2 to 3	4 to 5	
4	Past experience working with Bihar Museum		10	YES/NO			
5	The Consultancy Firm should have achieved during the last three years ending March 2022 an average annual financial turnover in consultancy works.		5	1Cr to 1.5 Cr	1.5 Cr to 1.99 Cr	2Cr and above	
				2	4	5	

Key Expertise	Portfolio showing the relevant expertise	Consent Letter with contact details if this expertise is not in-house	0 to 6	7 to 10	11 to 15
6 Brand strategy + Identity and system design + Brand book	The portfolio should illustrate brand strategy and identity system and brand books for a brand/ institution - for eg. Museums, International airport, National/International University, Branded Mall/ Showrooms, National/International Institutions like IITs, IIMs, NIITs, NIITs etc., Cultural Centers, Five star Hotels & Reputed Hospital) developed by the team. The portfolio should contain the following for each project mentioned: i) Name of project ii) logo + entire brand book iii) Exact scope of the firm in the project iv) Scale of project v) Client's contact details		Proposed team has not demonstrated the capabilities to develop high quality logo and brand book suitable for a brand. Zero points will be awarded if a portfolio of previous work is not submitted. 1-2 points may be awarded depending on the quality of the submitted portfolio. Consideration will be given to the degree in which the portfolio demonstrates that the individual has the experience, creativity and technical expertise to complete the assignment.	Proposed team has demonstrated the capabilities to develop creative and relevant logo and brand book suitable for a cultural institution Additional points may be awarded for subcontractors or individuals who have previously provided Creative direction or support services for museum or other exhibition settings as reflected in a submitted portfolio. Consideration will be given to the degree in which the portfolio demonstrates that the subcontractors or individual has the experience, creativity and technical expertise to complete the assignment.	Proposed team has demonstrated the capabilities to develop creative and high quality strategy and identity system and brand book suitable for a museum Full points may be awarded for subcontractors or individual who has previously provided creative direction or artist support services for museum or other exhibition settings as reflected in a submitted portfolio of a least 5 relevant quality projects. Consideration will be given to the degree in which the portfolio demonstrates that the subcontractors or individuals have the experience, creativity and technical expertise to complete the assignment. Approach is very clear.
7 Web design and development	The portfolio should illustrate web design and development undertaken by the firm. The portfolio should contain the following for each project mentioned: i) Name of project ii) Web design iii) Exact scope of the firm in the project iv) Client's contact details		Proposed team has not demonstrated the capabilities to develop efficient web design. Zero points will be awarded if a portfolio of previous work is not submitted. 1-2 points may be awarded depending on the quality of the submitted portfolio. Consideration will be given to the degree in which the portfolio demonstrates that the individual has the experience, creativity and technical expertise to complete the assignment.	Proposed team has demonstrated the capabilities to develop efficient web design. Additional points may be awarded for subcontractors or individuals who have previously managed websites and updated them for a couple of years. Consideration will be given to the degree in which the portfolio demonstrates that the subcontractors or individual has the experience, creativity and technical expertise to complete the assignment.	Proposed team has demonstrated the capabilities to develop efficient web design. Full points may be awarded for subcontractors or individual who has previously provided webdesign, web management, and integration with events of the institution. Consideration will be given to the degree in which the portfolio demonstrates that the subcontractors or individuals have the experience, creativity and technical expertise to complete the assignment. Approach is very clear.
Maximum Total 70					
TECHNICAL EVALUATION: PHASE 2 - Presentation					
To be evaluated by Bihar Museum Jury					
1 Understanding of the Bihar Museum context			0 to 3 Bihar Museum's context is not understood	4 to 7 Minimal understanding of the Bihar Museum context, exhibitions and vision	8 to 10 Thorough understanding of the Bihar Museum context, exhibitions, artifacts, history and audience
2 Initial approach directions			10 No local references or understanding	Generic understanding of references in the concept.	Very strong communication strategy responding to the Bihar Museum goals.
3 Presentation on the work plan, process and schedule			10 Generic work plan. Cannot explain further on the break-up of tasks	Clear understanding of tasks, timelines, sequences and able to explain and respond well to related queries	Clear understanding of not only the tasks, timelines, sequences, but also of possible bottlenecks and issues and how to rectify them. Clearly able to respond to Jury queries satisfactorily
Maximum Total			30		
Total phase 1 + phase 2			100		
Qualifying marks			70	A team needs to get a minimum for 70 points for its financial bid to be opened.	

Request for proposal (RFP)
for selection a specialist design consulting firm for branding & communications and website.

Eligibility Criteria -Mandatory

Bidder has to submit all the requirements along with supporting documents. Bid shall be rejected even if any one of the listed criteria is not fulfilled.

Bidder's Name:		
Address:		
No.	Mandatory Requirements	Bidder's Submitted Data
1	Covering letter on official letter pad mentioning address for communication and point of contact	List of Supporting Documents Submitted
2	Firm's incorporation certificate along with AOA and MoA	
3	Audited statements showing that the Consultancy Firm has achieved during the last three years ending March 2022, annual financial turnover in consultancy works of at least Rs. One Crore only. Firm to submit Profit & Loss a/c, Balance Sheet certified by a CA.	

4	<p>The Consultancy Firm should have achieved during the last three years ending March 2022 an average annual financial turnover in consultancy works of at least Rs. One Crore and above per year.</p> <p>The contracting Firm/Agency should be registered in India and have satisfactorily completed a minimum of 10 years and above as a registered business, ending March 31st 2022.</p> <p>(a) At least completed one project of similar scope with a museum of a large (built-up area of 20,000 sq meter area or Two medium sizes 10,000 thousand square meter area or three small sizes of 5000 square meter area.)</p> <p>(b) And Completed one similar works*, each costing not less than Rs.60 (Sixty) lacs with design component at minimum 60% value of the project.</p> <p>(c) Or two similar works* each costing not less than Rs. 40 (Fourty lacs) with design component at a minimum 60% value of the project.</p> <p>(d) Or four similar works* each costing not less than Rs. 25 (Twenty five) lacs with design component at a minimum 80% value of the project.</p> <p>Client Certificates for proof of completion and size of the contract shall be submitted.</p> <p>*Similar nature of works means Branding and Communication, Design of collaterals, Web design, development and maintenance, Print collaterals and social media strategy of a large campus / institution (Museums, International airports, National/International universities, Branded Malls/ Showrooms, National/International</p>		
5	<p>The consultant has to submit undertaking for bid validity. Bids shall remain valid for a period not less than 120 days after the deadline date for bid submission. A bid valid for a shorter period shall be rejected by the Client as non-responsive. Bidder has to submit undertaking as given in Appendix.</p>		
6	<p>Bidder has to submit a notarised affidavit of the below as given in the Appendix.</p> <p>Bidder shall not be under a declaration of ineligibility for the delay, failure or corrupt and fraudulent practices by any of the state Govt. or Public Undertaking or any Autonomous Body; Bidder should not have made a misleading or false representation in the forms, statements and attachments submitted in proof of the qualification requirements; Bidder should not have a record of poor performance such as abandoning the works, not properly completing the contract, inordinate delays in completion, litigation history, or financial failure etc.</p>		

7	Notarized Affidavit confirming that all the information is true, etc in the format given in Appendix.		
8	Power of Attorney, if applicable		
9	Key team members Resume :Required - with atleast 5 years of experience in the same role . Additional: Consent Letter if not a full-time employee of the lead firm for atleast 1 year prior to submission of bid.		
	Project Director		
	Project Manager		
	Sr Strategy Lead		
	Graphic Designer*		
	Web Designer		
10	Team Org-chart showing clear responsibilities of the personnel listed above, and other sub-contractors, including processes and key contact person.		
11	Work Plan, Methodology and milestone schedule. Project Management Plan, showing timelines, review processes, deployment and upkeep, etc		
12	Key Expertise		

13	<p>Branding & Communication</p> <p>The portfolio should illustrate brand strategy and identity system and brand books for a brand/ institution - for eg. Museums, International airports, National/International universities, Branded Malls/ Showrooms, National/International Institutions like IITs, IIMs, NIITs, NIFTs etc., Cultural Centers, Five-star Hotels & Reputed Hospital) developed by the team. The portfolio should contain the following for each project mentioned:</p> <ul style="list-style-type: none"> i) Name of project ii) logo + samples of the brand book iii) Exact scope of the firm in the project iv) Scale of project v) Client's contact details 		
14	<p>Web design and development</p> <p>The portfolio should illustrate web design and development undertaken by the firm. The portfolio should contain the following for each project/work of similar nature as stated in item-4 above mentioned:</p> <ul style="list-style-type: none"> i) Name of project ii) Web Design iii) Exact scope of firm in the project v) Client's contact details <p>Consent Letter with contact details to be submitted if this expertise is not in-house.</p>		
10	Completed Works Form- with supporting documents		
10	Ongoing Works Form- with supporting documents		
10	In House or Sub-consultant's team and expertise details Form - with supporting documents (undertaking document and portfolios)		
		Bidder's Signature & Stamp	

15																			
16																			
17																			
18																			
19																			
20																			

Bidder's Signature & Stamp

In House or Sub-consultant's Team and Expertise Details Form
Request for Proposal (RFP) for Selection of a Specialist Design Consulting Firm for branding & communication and the website of Bihar Museum,
Patna

Bidder's Name: _____
 Address: _____

Bidder has to fill the details and submit/upload the supporting documents

Sr. No.	Category	In-House or Subcontracted	Company/firm Name	Place of registration	Year of incorporation	Office address with telephone and e-mail	Nature of association with the bidder/(Attach necessary document if any)	Experience & testimonials of the sub contractor/(Testimonials to be attached separately)	Jobs assigned to this Company	Name of Key Person to contact for the jobs. (to be mentioned even if undertaken in-house)
1	Project Director									
2	Graphic Designer*									
3	Web Designer*									
5	Experience and demonstrated capability of working (Internal or of key staff/subcontractors) on Branding of Museums, Large NGOs, Large Multinational Corporations, National/International airport, National/International University National/International Institutions like IIT's, IIM's, NIT's, NIFT's etc., Cultural Centers, Five star Hotels & Reputed Hospital.									
7	Experience and demonstrated capability in Web design and Development. Also, specify if designed websites for any international projects									
9	Any other, if applicable									
									Bidder's Signature & Stamp	

Bihar Museum, Patna

Financial Bid

for selection of a specialist design consulting firm for branding & communications and website.

Bidder's Name :

Address:

Commercial Proposal - Tender Pricing Form; Financial Bid

Scope Element		Price Per Element (INR)*	
Part-A (one time cost)		In Figure	In Words
1	Scope Element 1 – Branding and communication strategy for Bihar Museum website		
2	Scope Element 2 – Website Design and Redevelopment and deployment within the period of eight months.		
Total Part-A Rs.			
Part-B**			
5	Scope Element 3 - Updating of content (provided by Bihar Museum), creation of graphics, additional pages and maintenance and upgrading of website per year.		
Total Part-B Rs.			
Grand Total (Part-A + Part-B) Rs.			
<p>*Total Tender Price is a lump sum fixed price that includes all the work necessary to complete the assignment in a timely fashion, including labour, materials, equipment, facilities and travel as necessary & any other cost to complete the work, including GST, levies, duties, any incidental charge etc..</p>			

**** The contract for work of Part-B will initially be for one year which may be extended up to 05 years at the same rate on satisfactory performance of the agency.**

Bidder's Signature & Stamp

Request for Proposal (RFP) for selection of a specialist design consulting firm for branding & communications and website.

1. Background:

The iconic Bihar Museum is built on a 13.5-acre site on Bailey Road in Patna. The museum showcases the outstanding contribution of Bihar to the evolution of the Indian Subcontinent. Opened to the public in August 2015, the Bihar Museum has an exhaustive collection of more than 40,000 objects, including the exquisite Didarganj Yakshi and many other engraved inscriptions, sculptures, paintings, coins and artifacts from the Maurya, Gupta, and Mogul periods, along with Jain, Buddhist, Chinese and Tibetan art and artifacts. In addition to its collections, the Museum features an important Children's Gallery and state-of-the-art storytelling and state-of-the-art visitor experiences throughout the facility.

The Bihar Museum has several galleries. These include the orientation gallery, the children's gallery, the regional gallery, the contemporary gallery, the historic art galleries, the Bihari Diaspora gallery and the visible storage gallery. The exhibits on different subjects are showcased in separate galleries. Each gallery is huge and has many artifacts on display, including ones dating back to the 4th century.

2. Scope of RFP

Bihar Museum is seeking a Design Consultant company with proven experience in branding, communication, and website design & development services for the Museum.

This assignment includes all the work necessary to complete the project in a timely fashion within a lump sum fixed price, professional services, including labor, materials, equipment, facilities, and travel to complete the work, including any applicable taxes.

3. Deliverables

Planning & Design Deliverables for each scope element as described below may include, but will not be limited to

- **Discovery Stage** – Includes detailed time schedules of activities associated with scope elements, including planning and design stage activities by the Consultant, as well as production/installation stage activities by third parties. Also includes detailed scope summaries (i.e. Needs Assessment) for each

scope element and preliminary budget estimates for future production/installation.

- **Concept Stage** – Includes multiple options for Bihar Museum consideration (Typically a maximum of three options) of core design components;
- **Detailed Design Stage**–Includes complete Design Development of the options selected by Bihar Museum, developing information flow, wireframes and high fidelity UI layouts, developing of the website to include all programming, graphic creation and populating the website.
- **Documentation Stage** – Includes complete support in creating Tender Documents (Incorporating procurement/legal material provided by Bihar Museum) such as that will enable Bihar Museum to purchase production and/or installation services from third parties on a competitive basis. These third-party services may include, Photography, complete video creation, voice-over or 3D walkthrough and virtual tours.
- **Supervising and advising Tendering:** Prepare all documents for tendering and advise Bihar Museum on the evaluation and selection process for any of the above external requirements.

Scope Element 1 – Branding and communication strategy for Bihar Museum:

Developing the communication strategy for the Bihar Museum website based on its established brand identity and brand manual, which will include its implementation in Website design. The strategy needs to showcase how the communication activities and website will deliver the purpose of the museum, locally, nationally and internationally.

The strategy development for the website design needs to take forward the Bihar Museum Branding. It needs to respect the Bihar Museum branding and design and detail all communication based on the guidelines laid out in the brand manual. This will include font, colors and typography guidelines, the tone of voice and writing styles.

Deliverables: Strategy plan for communication and website design and deployment.

Scope Element 2 - Website Design and Redevelopment:

The Bihar museum requires a complete World Wide Web presence to be developed to inform visitors about the Bihar Museum and its programming and extend the reach of the museum's content online. For this tender, the website shall be bilingual (**Hindi & English**), readily updatable as per advice by trained and authorized Museum Staff

and third parties, and shall include typical website functions such as membership/usage tracking, user privacy features, contact forms and user/member uploads, plus 'click through' capabilities to online ticketing/service providers and/or online secure payment modules, merchandising; website linking on 3rd party free platforms belonging to Government or its partners, provisions for bookings of Bihar Museum space for exhibitions, lectures etc– web gallery & online exhibition (digital events), as may be required. This scope element will require close coordination with the Museum Administration, in particular IT Department Staff, and other Consultants and Contractors working on the Bihar Museum Project. All website content will be provided by Bihar Museum

The website will contain all the sections and elements of the current website and create additions which will benefit the communication and outreach to different stakeholders (audience) across the world.

The website should be able to showcase all the upcoming and current programs of the Museums. Document of the past Museum Biennale and its major events and provision for future such events. In this design, the website should consider SEO optimization to draw traffic to the site.

The programming should be in the latest, robust and secure platform to be hosted on Bihar Museum .provided servers.

Scope Element 3 - Updating of content (provided by Bihar Museum), creation of graphics, additional pages and maintenance and upgrading of website per year:

Bidders will do the creation and updating of content, graphics and maintenance and upgrading of the website and the cost of these works for one year shall be quoted. Bidders are also requested to provide a fixed price for updating and technical support services for the website..

- a) Maintenance of all necessary software for the smooth functioning of the Bihar Museum website for 24x7x365 operations.
- b) Hosting on Bihar Museum server, maintenance and updating–(s) of Bihar Museum website, 'https: //biharmuseum.org/' on daily basis.
- c) Link updates, uploads, replacements and addition of content and links and other related work. All updates should be made within 48 hours of approved content. All content will be provided by Bihar Museum.
- d) Re-design/artwork/ modification of website (as and when required).
- e) Creation of new web pages (as and when required).
- f) Find all non-operative functions of the website/ dead links of static pages to make them operative.

- g) The agency shall have to provide security from virus attacks and hacking of the websites. In case of a virus or hacking attack, the agency shall have to re-create/restore the websites immediately.
- h) Troubleshooting, crash recovery, bandwidth management and backup-restoration services on an urgent priority/ immediate basis.
- i) Security audit of the website.
- k) The agency shall be required to undertake full responsibility for the safe custody, and security of data supplied by the Bihar Museum. It shall ensure there is no transmission of content in any form outside its office.

4. General

The Museum requires designs that are timeless, comprehensive and that accurately reflect the Museum's values and culture. The Consultant will be responsible for design intents and for the quality of their works.

Project Time Schedule

RFP Posted	
RFP Closing Date	
Contract Award Date	Week 1
Project Start Date	Week 1
Study, research & strategy for the overall project	Week 4
Website overall approach & UX/UI concept approach	Week 8
UX wireframe design and User Flows	Week 14
Programming + high fidelity UI creation + content population and implementation	Week 26
Web Presence Online Live	Week 29
Handover to Bihar Museum	Week 30
<i>(All dates are approximate and will be finalized prior to contract award. The break-up of dates for Phase 1 opening and the rest of the museum should be incorporated in the proposed schedule)</i>	

- (i) The Bidder, at the Bidder's own responsibility and risk must visit and examine the Site of Works and its surroundings and obtain all information that may be necessary for preparing the Bid and entering into a contract for execution of the Works. The costs of visiting the Site shall be at the Bidder's own expense.
- (ii) The consultant has to submit an undertaking for bid validity. Bids shall remain valid for a period not less than 120 days after the deadline date for bid submission. A bid valid for a shorter period shall be rejected by the Client as non-responsive. In exceptional circumstances, prior to the expiry

- of the original time limit, the Client may request that the bidders may extend the period of validity for a specified additional period. The request and the bidders' responses shall be made in writing or by email. A bidder may refuse the request without forfeiting his bid security. A bidder agreeing to the request will not be required or permitted to modify his bid.
- (iii) The rate should include the cost of all seen and unseen expenditures necessary to complete the deliverables. No claim, whatsoever, will be entertained due to the non-inclusion of any such event necessary for the completion of the item of work.
 - (iv) All duties, GST, and other levies payable by the consultant under the contract or for any other cause shall be included in the rates, prices and total Bid Price submitted by the Bidder.
 - (v) The unit rates and the prices shall be quoted by the bidder entirely in **Indian Rupees** All payments shall be made in **Indian Rupees**.
 - (vi) The Employer reserves the right to accept or reject any bid, and to cancel the bidding process and reject all Bids, at any time prior to the award of contract, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders of the ground for the Employer's action
 - (vii) The law, which applies to the contract, is The Law of the Union of India.
 - (viii) The court of jurisdiction is High Court, Patna
 - (ix) Even though the bidders meet the qualifying criteria, they are subject to be disqualified if they have:
 - made misleading or false representations in the forms, statements and attachments submitted in proof of the qualification requirements and/or
 - have a record of poor performance such as abandoning the works, not properly completing the contract, inordinate delays in completion, litigation history, or financial failures etc.; and/or
 - Participated in the previous bidding for the same work and had quoted unreasonably high bid prices and could not furnish rational justification to the Client.
 - (x) The Employer will reject a proposal for award if it determines that the Bidder recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question and will declare the firm ineligible, either indefinitely or for a stated period of time, to be awarded a contract with Bihar Museum and any other agencies, if it at any time determines that the firm has engaged in corrupt or fraudulent practices in competing for the contract, or in execution.
 - (xi) The successful consulting firm shall attend all meetings called by the client Bihar Museum at Patna. The airfare (Economy class), cab cost and hotel charges will be reimbursed as per actual.

5(A) Proposal Requirements

The proposal is invited in two bid systems consisting of Technical Bid & Financial Bid. Technical Bid shall be evaluated in two phases. In phase one; bidders shall be shortlisted based on mandatory eligibility criteria only. Bidders must fulfill all the mandatory eligibility criteria to get shortlisted for further evaluation.

In the second stage, only those bidders who are shortlisted in stage one (as per mandatory eligibility criteria) shall be called for presentation before a team of Jury and they will be further evaluated as given in Technical evaluation (Technical Bid-Phase- 1 & II).

The financial bids of only those bidders who have got 70 points out of 100 points in the Technical Evaluation Format (Technical Bid-Phase- 1 & II) shall be opened.

5(B) Eligibility Criteria-Mandatory; Technical Bid.

The bid should be submitted by the lead firm only with the requisite qualifications met by the firm. No consortiums / Joint ventures will be allowed.

All personnel hired by the firm as sub-consultants need to submit consent letters for undertaking the roles & responsibilities assigned to them.

The requisites of these personnel/consultants, as mentioned in the Org-chart and Eligibility Criteria-Mandatory Form, In House or Sub-consultant's Team and Expertise Details Form, Technical Evaluation format will form an appendix to the contract and will be binding on the winning team. Any change to the personnel or named team can be made only by replacing with a more qualified and experienced option and on approval from the Client and Design Authority.

1. The bid shall be submitted with a covering letter on the official letterhead mentioning the address for communication and point of contact.
2. The Consultancy Firm shall be a well-established and reputed firm specializing in branding & communication design, content writing, print collateral, and website development to provide planning, design services, and having experience and capacity to execute these works. The bidder has to submit legal documents like Memorandum and Articles of association, Registration of incorporation etc.
3. The Consultancy Firm should have achieved during the last three years ending March 2022 an average annual financial turnover in consultancy works of at least Rs. One Crore.
4. The contracting Firm/Agency should be registered in India and have satisfactorily completed a minimum of ten years as a registered business,

ending March 31st 2022.

- (a) At least completed one project of similar scope with a museum of a large (built-up area of 20,000 sq meter area or Two medium sizes 10,000 thousand square meter area or three small sizes of 5000 square meter area.)
- (b) And Completed one similar works*, each costing not less than Rs.60 (Sixty) lacs with design component at minimum 60% value of the project.
- (c) Or two similar works* each costing not less than Rs. 40 (Fourty lacs) with design component at a minimum 60% value of the project.
- (d) Or four similar works* each costing not less than Rs. 25 (Twenty-five) lacs with design component at a minimum 80% value of the project.

Client Certificates for proof of completion and size of the contract shall be submitted.

Similar nature of works means Branding and Communication, Design of collaterals, Web design and maintenance, Print collaterals and social media strategy of a large campus (Museums, International airports, National/International universities, Branded Malls/ Showrooms, National/International Institutions like IITs, IIMs, IITs, NIFTs etc., Cultural Centers, Five-star Hotels & Reputed Hospitals).

5. The Consultancy Firm should produce a solvency certificate certified by the bank.
6. The Consultancy firm has to submit undertakings for bid validity. Bids shall remain valid for a period not less than 120 days after the deadline date for bid submission. A bid valid for a shorter period shall be rejected by the Client as non-responsive. Bidder has to submit undertaking as given in Appendix
7. Bidder shall not be under a declaration of ineligibility for the delay, failure or corrupt and fraudulent practices by any of the state Govt. or Public Undertaking or any Autonomous Body; Bidder should not have made a misleading or false representation in the forms, statements and attachments submitted in proof of the qualification requirements; Bidder should not have a record of poor performance such as abandoning the works, not properly completing the contract, inordinate delays in completion, litigation history, or financial failure etc.

The bidder has to submit a notarized affidavit as given in the Appendix.

8. Bidder shall submit Key team members' credentials with supporting documents, consent letters etc., as given in the Eligibility Criteria-Mandatory Form excel sheet.
9. Bidder shall submit Team Org-chart showing clear responsibilities of the

personnel listed above and other sub-contractors, including processes and key contact person.

10. Bidder shall submit Work Plan, Methodology and milestone schedule. Project Management Plan, showing timelines, review processes, implementation and deployment and upkeep etc.
11. Bidder shall submit Key Expertise with supporting documents, consent letters etc. as given in the Eligibility Criteria-Mandatory Form excel sheet.
12. Bidder shall submit Eligibility Criteria-Mandatory Form excel sheet with supporting documents etc.
13. Bidder shall submit Completed Works Form-excel sheet with supporting documents.
14. Bidder shall Ongoing Works Form- excel sheet with supporting documents etc.
15. Bidder shall submit In House or Sub-consultant's team, and expertise details Form excel sheet - with supporting documents, consent letters etc. as given in Eligibility Criteria- Mandatory Form.
16. Declaration in the format given in Appendix

Bidders have to fulfill all the mandatory eligibility criteria to get shortlisted for further evaluation in the Technical Bid, Phase- 1 & II.

5 (C) Technical Bids, Phase- I & II:-

Only those bidders who are shortlisted in phase one (as per mandatory eligibility criteria) shall be called for presentation before a team of Jury at Patna and they will be further evaluated as given in Technical evaluation (Technical Bid-Phase- I &II).

The financial bids of only those bidders who have got 70 points out of 100 points in the Technical Evaluation Format (Technical Bid-Phase- I & II) shall be opened.

5(D) Financial Bid:-

The lowest financial proposal (FM) will be given a financial score (SF) of 30 points. The financial scores of other proposals will be computed as follows:

$$SF = 30 \times FM/F$$

Where F = amount of Financial Proposal

5 (e) Combined Evaluation:

The Technical Bid will have 70 points (70 %) and the Financial Bid will have 30 points weightage.

6 Submittal

Elaborate proposals are discouraged. Keep responses complete and concise and in the sequence as in the Mandatory Requirement files. Bihar Museum makes no claim or guarantee that this solicitation process and/or submission of a proposal will result in the award of any contract. Prices included in the Commercial Proposal will be protected as competition sensitive and will not be disclosed to third parties. Bihar Museum will not reimburse responders for any costs incurred in the course of responding to this RFP. No public disclosure relative to this RFP shall be made without the written approval of the Bihar Museum.

Candidate firms are also requested to note:

- Responses are required for all fields in all the sheets for the Eligibility Criteria-Mandatory Form excel sheet, Completed Works Form-excel sheet, Ongoing Works Form- excel sheet, In House or Sub-consultant's team and expertise details Form excel sheet etc. & the financial proposal excels sheet.
- The firm will be responsible for delivery and liable for the sub-contractors too;
- The firm is to take an undertaking that the sub-contractors whose portfolios and consent letters are submitted are the ones who will implement the project. Any changes to the sub-contractors can be made only on the Client's approval
- Submissions shall be colour, A4 size, portrait format only, and should be bound(i.e. NOT loose-leaf) with a font size no smaller than 10pt;
- Detailed information of the Tender Document can be downloaded from the website <http://biharmuseum.org> or <http://prdbihar.gov.in>. The bidders shall submit bids in two separate envelopes clearly marked Technical Bid and Financial Bid with the name and address of bidders and the name of works clearly mentioned on the envelopes. Both the bids to be enclosed in a large envelop with name and address of bidders and the name of works clearly mentioned. Tender Document complete in all respects in a sealed envelope is to be submitted by Speed Post/Registered Post/Courier or by hand only at the Office of the Director General, Bihar Museum, Nehru Path (Bailey Road), Patna - 800001.. The tenders received late/tenders without Processing Fee/Bid Security Fee/Conditional tenders/Incomplete Tenders in any respect shall be rejected. The Director-General, Bihar Museum, Patna reserves the right to accept or reject any or all tenders without assigning any reason.

- Submissions expressing interest in part of the scope of works only shall be rejected.
- Incomplete submissions, Non-availability of reference project contacts, shall be rejected.
- A conditional Bid shall not be accepted.
- Non-submission of declaration duly signed and stamped, all the requested technical bid documents, letters, undertakings, affidavits, credentials, certificates, testimonials, consent letters, CVs etc., failure to respond to all questions will result in rejection of the bid.
- If Earnest Money Deposit (EMD) & DD are not submitted or they are not for the given amount or in the given format, the bid will be summarily rejected.
- Each page of the submitted documents needs to be signed by the authorized person and stamped. It shall be bound with paging and content index.
- NIT, RFP any Addendum/Corrigendum will be part of the contract.

7 Earnest Money

The Bidder shall furnish, as part of their Bid, an Earnest Money in the number of Rupees One lakhs Twenty Five thousand only (INR 1,25,000/-). This Earnest Money shall be in favor of the Client as mentioned in the Bihar Financial Rules, and shall be in any of the following forms.

1. Unconditional bank guarantee from any Scheduled Bank in India payable in India in the format given.
2. Demand draft in the name of "**Bihar Museum Society, Patna**" payable at Patna.

Unconditional bank guarantees (and other instruments having fixed validity) issued as surety for the bid shall be valid for 45 days beyond the validity of the bid.

Any bid not accompanied by an acceptable Earnest Money Security and not secured as indicated above shall be rejected by the Client as nonresponsive.

The Earnest Money of unsuccessful bidders will be returned within 28 days of the end of the bid validity period. The Earnest Money of the successful bidder will be discharged when the bidder has signed the Agreement and furnished the required Performance Security.

The Earnest money may be forfeited

- (a) If the Bidder withdraws the Bid after Bid opening during the period of Bid validity;
- (b) If the Bidder does not accept the correction of the Bid Price, due to some arithmetic error etc.
- (c) In the case of a successful bidder, if the bidder fails within the specified time limit to
 - (i) Sign the Agreement; or

(ii) Furnish the required Performance Security

8 Presentation

Only those bidders who are shortlisted in phase one (as per mandatory eligibility criteria) shall be invited for the presentation at Patna or online to Bihar Museum and its consultants before a team of Jury. The presentation will be in Patna or online and carry a weightage of 30 points. Bidders have to participate in this presentation at their own cost.

Presentation Evaluation:

Section	Criteria	Points
A	Understanding of the Bihar Museum context	10
B	Initial approach directions	10
C	Presentation on the work plan, process and schedule	10

The presentation marks will be part of the Technical Evaluation as given in the Technical Evaluation Format, Technical Bid, Phase- I & II. The maximum points achievable as a total of both the Technical Evaluation and the presentation are 100. The bidder needs to achieve at least 70 points in the technical evaluation for the financial bid to be opened and evaluated. Participation in the Presentation is mandatory for the financial bid to be opened.

9 Financial Proposal Evaluation

Bihar Museum will determine whether the Financial Proposals are complete, unqualified and unconditional. A financial proposal should not be relative or conditional. The Financial Bid of only those firms who have qualified in the technical evaluation, Phase I & II including the presentation, with at least 70 points out of the total 100 for the Technical evaluation, will be opened.

The **Lump Sum Cost** indicated in the Financial Proposal shall be deemed as final and reflect the total cost of services. Omissions, if any, in costing any item shall not entitle the firm to be compensated and the liability to fulfill its obligations as per the TOR within the total quoted price shall be that of the Consultant.
The Lowest financial bid will be invited for negotiations.

Total Tender(Quoted) Price is a lump sum fixed price that includes all the work necessary to complete the assignment in a timely fashion, including labor, materials, equipment, facilities and travel as necessary & any other cost to complete the work, including GST & any applicable taxes, levies, duties etc.

10 Schedule of Invoicing

Sr. No.	Milestone	Percentage of Total
1	Signing of Contract	10%
2	Overall strategy and approach	10%
3	Wireframe design of website and design mockup	20%
6	Web Presence Offline Beta Approved by the Client	30%
7	Web Presence Online Live and Approved by the Client	25%
8	Handover to Client	5%
	Total	100%

11 Performance Securities:

Within 10 (ten) days of receipt of the Letter of Acceptance, the successful Bidder shall deliver to the Client a Performance Security in any of the forms given below for an amount equivalent to 5% of the Contract price of Part-A. This Performance Guarantee needs to be valid till 6 months after successful completion of all deliverables. This will be released after the successful completion of all deliverables and 03 months after the contract period.

This will be considered a hold-back and there will not be any further deductions from each individual payment for Part-A. For Part-B works, a security amount of 05% will be deducted from the running bills which will be returned after 03 months of expiry of the contract period.

The contract for work of Part-B will initially be for one year which may be extended up to 05 years with an escalation @ 08% (Eight Percent) on satisfactory performance of the agency after approval of the competent authority.

If the performance security is provided by the successful Bidder in the form of a Bank Guarantee or Demand Draft in the name of the Client, it shall be issued either (a) at the Bidder's option, by a Nationalized / Scheduled bank within State or (b) acceptable to the Client.

Failure of the successful Bidder to comply with the requirements of the above clause shall constitute sufficient grounds for cancellation of the award and forfeiture of the Bid Security.

Appendix

Declaration (To be completed by all applicants)

On Company Letterhead Exact Wording as Below

We declare and confirm that we hereby understand that Bihar Museum is relying on the information provided by ourselves to assess whether our company is suitable to be included on the Tender list for this Project.

We furthermore understand that Bihar Museum's assessment is dependent on the accuracy of the details and information provided by us.

Accordingly, we hereby declare and confirm that:

1. The details and information provided by us for Bihar Museum's assessment are true and accurate and are known to us as facts;
2. We do not knowingly or recklessly give false, inaccurate or misleading details or information.
3. Should we provide any false or misleading information, it will result in our application being rejected.

Duly authorized to sign this Declaration for and on behalf of

[Insert Company Name]

Signature:

Name:

Position/Title:

Date:

Company Stamp:

Interested candidate firms must complete all forms, and provide all information requested, noting compliance and scoring requirements.

AFFIDAVIT

1. I, the undersigned, do hereby certify that all the statements made in the required attachments are true and correct.
2. The undersigned also hereby certifies that neither our firm M/s _____ has been blacklisted nor has abandoned any work in any government department, India nor any contract awarded to us for such works have been rescinded, during last five years prior to the date of this bid.
3. The undersigned hereby authorize and request(s) any bank, person, firm or corporation to furnish pertinent information deemed necessary and requested by the Department to verify this statement or regarding my (our) competence and general reputation.
4. The undersigned understand and agrees that further qualifying information may be requested, and agrees to furnish any such information at the request of the Department Project implementing agency.

(Signed by an Authorized Officer of the Firm)

Title of Officer

Name of Firm

DATE

Note: Notarized affidavit on Rs.100/- Stamped Paper.

UNDERTAKING

I, the undersigned do hereby undertake that our firm M/s _____
_____ agree to abide by this bid for a period of 120 days from
the date fixed for receiving the same and it shall be binding on us and may be
accepted at any time before the expiration of that period.

(Signed by an Authorized Officer of the Firm)

Title of Officer

Name of Firm

DATE

BID SECURITY (BANK GUARANTEE UNCONDITIONAL)

WHEREAS, _____ [name of Bidder]
(hereinafter called "the Bidder") has submitted his Bid dated
_____ [date] for the construction of
_____ [name of Contract hereinafter called "the
Bid"].

KNOW ALL PEOPLE by these presents that We
_____ [name of Bank] of
_____ [name of country] having our registered office at
_____ (hereinafter called
"the Bank") are bound unto _____ [name of Client]
(hereinafter called "the Client") in the sum of _____
_____ *for which payment well and truly to be made to the said Client by the Bank
itself, his successors and assigns by these presents.

SEALED with the Common Seal of the said Bank this _____ day of _____,
20____.

THE CONDITIONS of this obligation are:

- (1) If after Bid opening the Bidder withdraws his bid during the period of Bid validity specified in the Form of Bid;
- OR
- (2) If the Bidder having been notified to the acceptance of his bid by the Client during the period of Bid validity :
 - (a) fails or refuses to execute the Form of Agreement in accordance with the Instructions to Bidders, if required; or
 - (b) fails or refuses to furnish the Performance Security, in accordance with the Instruction to Bidders; or
 - (c) Does not accept the correction of the Bid Price due to arithmetic error..

We undertake to pay to the Client up to the above amount upon receipt of his first written demand, without the Client having to substantiate his demand, provided that in his demand the Client will note that the amount claimed by him as due to him owing to the occurrence of one or any of the three conditions, (specifying the occurred condition or conditions).

This Guarantee will remain in force up to and including the date _____** days after the deadline for submission of Bids as such deadline is stated in the Instructions to Bidders or as it may be extended by the Client, notice of which extension(s) to the Bank is hereby waived. Any demand in respect of this guarantee should reach the Bank not later than the above date.

DATE _____ SIGNATURE

WITNESS _____ SEAL

[Signature, name and address]

* The Bidder should insert the amount of the guarantee in words and figures denominated in Indian Rupees. This figure should be the same as shown in Clause 16.1 of the Instructions to Bidders.

** 45 days after the end of the validity period of the Bid. Date should be inserted by the Client before the Bidding documents are issued.

PERFORMANCE BANK GUARANTEE

To

_____ [name of Client]

_____ [address of Client]

WHEREAS _____ [name and address of Contractor] (hereafter called "the Contractor") has undertaken, in pursuance of Contract No. _____ dated _____ to execute _____ [name of Contract and brief description of Works] (hereinafter called "the Contract").

AND WHEREAS it has been stipulated by you in the said Contract that the Contractor shall furnish you with a Bank Guarantee by a recognized bank for the sum specified therein as security for compliance with his obligation in accordance with the Contract;

AND WHEREAS we have agreed to give the Contractor such a Bank Guarantee:

NOW THEREFORE we hereby affirm that we are the Guarantor and responsible to you on behalf of the Contractor, up to a total of _____ [amount of guarantee]* _____ (in words), such sum being payable in the types and proportions of currencies in which the Contract Price is payable, and we undertake to pay you, upon your first written demand and without cavil or argument, any sum or sums within the limits of _____ [amount of guarantee] as aforesaid without your needing to prove or to show grounds or reasons for your demand for the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the contractor before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the Contract or of the Works to be performed there under or of any of the Contract documents which may be made between your and the Contractor shall in any way release us from any liability under this guarantee, and we hereby waive notice of any such change, addition or modification.

This guarantee shall be valid until 28 days from the date of expiry of the Defect Liability Period.

Signature and Seal of the guarantor _____

Name of Bank _____

Address _____

Date _____

* *An amount shall be inserted by the Guarantor, representing the percentage the Contract Price specified in the Contract including additional security for unbalanced Bids, if any and denominated in Indian Rupees.*

Letter of Acceptance
(Letterhead paper of the Client)

_____ (Date)

To

_____ (Name and address of the Contractor)

Dear Sirs,

This is to notify you that your Bid dated _____ for execution of the _____ (name of the contract and identification number, as given in the Instructions to Bidders) for the Contract Price of Rupees _____ (_____) (amount in words and figures), as corrected and modified in accordance with the Instructions to Bidders¹ is hereby accepted by our agency.

We accept/ do not accept that _____ be appointed as the Adjudicator². You are hereby requested to furnish Performance Security, in the form detailed in Para 34.1 of ITB for an amount equivalent to Rs. _____ within 21 days of the receipt of this letter of acceptance valid up to 28 days from the date of expiry of defects Liability Period i.e. up to _____ and sign the contract, failing which action as stated in Para 34.3 of ITB will be taken.

Yours faithfully,

Authorized Signature

Name and title of Signatory

Name of Agency

¹Delete "corrected and" or "and modified" if only one of these actions applies. Delete as corrected and modified in accordance with the Instructions to Bidders, if corrections or modifications have not been affected.

²To be used only if the Contractor disagrees in his Bid with the Adjudicator proposed by the Client in the "Instructions to Bidders".

Issue of Notice to proceed with the work

(Letterhead of the Client)

_____ (Date)

To

_____ (Name and address of the Contractor)

Dear Sirs,

Pursuant to your furnishing the requisite security as stipulated in ITB Clause 34.1 and signing of the Contract for the construction of _____

_____ at a Bid
Price of Rs. _____.

You are hereby instructed to proceed with the execution of the said works in accordance with the contract documents.

Yours faithfully,

(Signature, name and title of signatory authorized to sign on behalf of Client)

