

Government of Kerala

Muziris Project Limited

Selection of Graphic Design Consultants

The Muziris Projects Limited invites application for the selection of a panel consultants for the graphic design works of their different museums which are being set up as part of the "Alappuzha Heritage Tourism Project and the Muziris Heritage Project". The Graphic Consultant will be responsible for the entire graphic design for all the panels to be exhibited in the museums. The content of the museum write-ups and the photographs and the objects to be displayed in the museums will be provided by the Muziris Projects Limited. The consultant should be well equipped with experts in the field and prior experience in the preparation and execution of similar projects.

Background

The Muziris Projects Limited, is setting up different museums with varying topics in different project areas under its control. The Consultant will be required to work closely with the museum design team in realizing the design vision of the exhibition. He/she will be the link between the works of art in the museum and the visitors, helping them access the ideas and messages that the museum hopes to share with the public. The Consultant would be required to work in consultation with the other consultants to provide graphics for all exhibition content such as text, labels, maps and timelines, logos, exhibition related signage and to ensure that they are equally viable for onscreen video and internet usage. This includes any immersive design related graphics to be printed on the floor/carpet, in the backgrounds of showcases or on the walls. The designer would also need to provide the graphic inputs for print and publicity materials.

Requirements

The different museums require the setting up of different display panels for the different museums, thus creating them as tourist friendly destinations. This tender procedure is for the provision of Graphic Design services to the different museums which are in the process of being set up. Few museums which are already set up by the Muziris Projects Limited will also require the graphic design services. These

services shall be in consultation with the Museum Advisory Committee and will have to be approved by the said committee.

The firm may be an individual, or partnership or company engaged in running/developing heritage sites with the specified qualification criteria may send in their applications along with detailed statement of experience. The Consultant's responsibilities include the following,

1. The firm selected may have to function as advisor of the project execution of their part and will have to take part in the site meetings.
2. The firm selected has to provide all the graphic designs to develop these museums as a world class Heritage Tourism location.
3. The firm selected will have to work along with the entire museum teams and all the suggestions of the Museum Advisory Committee will have to be adhered to.
4. The team members of the firm has to visit the location, whenever necessary and give necessary advice to the Muziris Project Limited and have to accompany during the inspections of officials of Muziris Project Limited as and when requested by Muziris Project Limited. The cost of travelling, accommodation and other incidental expenses have to be borne by the Consultant. However, if the number of visits exceeds more than one per month as per the request of the Muziris Project Limited, then the actual air/rail fare will be reimbursed.

Scope of Services

The scope of services shall be as follows;

1. The preliminary conceptual plans and designs prepared by the Consultant shall be got approved by the Muziris Project Limited or the authorized person and the Consultant shall modify the same if desired by the Department without any additional cost.
2. After obtaining the written approval of the Muziris Project Limited, three copies of the approved preliminary design and drawings (also referred to as revised drawing or design development) including plans, rough cost estimate, drawing etc. shall be furnished to the Muziris Project Limited along with brief specifications and cost based on plinth area rate to the satisfaction of the Muziris Project Limited. This process is to be done for each component according to the priority fixed.

3. After the written approval of the sketch design and preliminary estimate has been communicated to the Consultant by the Muziris Project Limited, the Consultant shall prepare detailed working drawings. The Consultant shall also furnish detailed designs needed at the time of execution of the said work on the basis of the latest specifications. The Muziris Project Limited before hand shall approve the specifications in writing.
4. The Consultant shall also render any other services connected with the said works usually and normally rendered by Consultant and not referred to in any of the sub clauses.
5. The Consultant shall submit to the Muziris Project Limited all the necessary sketch designs, within the period stipulated by the Muziris Project Limited. If the Consultant fails to adhere to the time schedule or extended time which may be granted by the Muziris Project Limited in his sole discretion, the Muziris Project Limited shall be entitled to terminate the agreement and entrust the work to some other Consultant and in that case, the Consultant shall be entitled to fees or compensation only up to the stage of work carried out by him as decided by Muziris Project Limited alone. In the event of the Consultant being not in a position to fulfil his works on design and drawing in such a way that the construction work cannot be carried out as per the time schedule, the Muziris Project Limited shall be free to get the design and drawings prepared by other agencies at the risk and cost of the Consultant.
6. The Consultant shall exercise all reasonable skill, care, diligence and discharge of duties hereby covenanted to be performed by him/her and shall exercise inspection in regard to the said works, as may be necessary to ensure that the work is being executed in accordance with the design and specifications aforesaid and approved by the Muziris Project Limited.
7. The basic drawings of the buildings, the content write up, the photos and the objects to be displayed in the museum will be provided by the Muziris Project Limited, but the illustrations, sketches, info graphics required etc. (for both the print and visual media used in the museums) will have to be provided by the Consultant for which no expenses will be paid. Services may include the design of museum brochures, leaflets, banners, posters, info graphics advertisements (print and online) and stationery, as well as any other visual media that may be specified by the Muziris Projects Limited. Bidders must have the ability to

provide high quality or high resolution soft copies of the files for the approval of the Muziris Projects Limited.

8. The cost of any artworks installations shall be provided by the Muziris Projects Limited. Any design of the display shelves does not fall under the scope of the Consultant, but the template for the labeling of the objects will be under the scope prescribed.
9. All of the design work must follow corporate brand guidelines and logo requirements of the Muziris Projects Limited.
10. Offers of service must include the supply of electronic files for printing, and web-optimized PDF files for online publications.
11. The cost of the prints for the final output to be displayed in the museum shall be done by the Contractor who is appointed to execute the interior works of the Museums.

Qualification Criteria

The Consultant should have the following essential qualifications;

1. The firm/individual should have prior experience in similar projects/or projects of national importance. There should be a minimum of three projects where the consultancy fee for a single project is more than Rs. Five lakhs, during the last 3 years and the details shall be submitted along with the application form. Relevant references, testimonials and certificates need to be enclosed with the bid document.
2. The team composition should include experienced and qualified graphic designers
3. The firm/individual should have a track record of minimum 10 years in the field of graphic design.
4. The firm/individual should have registered with the Government of India for GST and Income Tax.

Termination of Agreement

1. The Agreement herein may be terminated at any time on one months notice on either side. In the event of the termination of the Agreement by the Muziris Project Limited, the Consultant shall not be entitled to any compensation or damage by reason of such termination, but only to the fees for

the services actually rendered up to the time of such termination to be decided by the Department.

2. If the Consultant shall close his business or die or become incapacitated from acting as such Consultant as aforesaid, or if this Agreement is terminated before, the Muziris Project Limited may make use of all or any drawing, estimate or other documents prepared by the Consultant after payment for the same, as provided herein.

Mode of Payment

For each of the services in the scope of work the Consultant shall be paid in the following stages consistent with the work done plus reimbursable expenses as agreed upon. Payments made to the Consultant, are on account and shall be adjusted against the final amount payable.

Stage I	Site visit, initial concept design, preliminary drawings to client's modification, submittal of drawings, preliminary estimates to the statutory authorities.	20% of Consultant fee calculated
Stage II	Preparation of detailed drawings, designs, tender for work floated.	Next 30% (70% cumulative)
State III	Once the work is awarded to the contractor and actual work started.	Next 30% (90% cumulative)
Stage IV	Balance on completion of work by the executing agency.	Next 20% (100% cumulative)

Copyright Issues

Ownership of all the designs including the content, study material, and imagery is in sole ownership of the Muziris Projects Ltd.

Information and Instructions to Consultants

1. The Muziris Project Limited, has invited application from individuals/firms for appointing a Consultant for the setting up of different museums in Muziris and Alappuzha Heritage Projects. The Muziris Project Limited proposes to

authorize experienced Consultants duly selected based on the details given in this document.

2. The Consultants are invited to submit details required for short listing. The application submitted will be the basis for short listing.

3. Please note that the Muziris Project Limited reserves the right to reject any or all of the proposals submitted for short listing without assigning any reasons.

4. Government policy requires that Consultants selected for any Government assignments should provide professional, objective, and impartial advice and at all times hold the Client's interest paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests. Consultants shall not be hired for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of not being able to carry out the assignment in the best interest of the Client.

5. Wherever specific terms and conditions have not been spelt out in bid document, General Financial Rules of the Government of Kerala/India shall apply.

6. It is policy of the Govt. of Kerala that Consultants under contract observe the highest standard of ethics during the selection and execution of such contracts. In pursuance of this policy the Government of Kerala defines for the purposes of this provision, the terms set forth below as follows:

(i) "Corrupt Practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of a public official in the selection process or contract execution : and (ii) "Fraudulent Practice" means a misrepresentation of facts in order to influence a selection process or the execution of a contract, and includes collusive practices among Consultants (prior to or after submission of proposals) designed to establish prices at artificial, non-competitive levels and to deprive other competing firms of the benefits of free and open competition.

The application should provide the following information using the attached Standard Forms:

(i) A brief description of the firm's organization and an outline of recent

experience on assignments of a similar nature. For each assignment, the outline should indicate, inter alia, the profiles and names of the staff provided, duration of the assignment, contract amount, and firm's involvement.

(ii) A narrative description of each project taken up and completed by the firm in the last 15 years should be specially indicated to understand the capacity of the agency in planning and project monitoring abilities.

(iii) Portfolio of the Consultant

(ii) CVs recently signed by the proposed professional staff or the authorized representative submitting the proposal.

(iii) Any additional information that may reflect the firm's capabilities and credibility.

(iv) Email submission of bids will not be accepted.

(v) The quote is to be made in the format annexed.

(vi) The fees payable for the consultancy services shall be quoted based on the quantities for each museum which will be calculated as per the actual for which the consultant prepares the design. The interim payment will be made as per the stages mentioned in the Mode of Payment according to the rough areas accepted which will be adjusted towards the final area of execution of the Project on the final stage.

Submission, Receipt and Opening of Application Document

(a) Each page of the application should be signed by the Authorized signatory of the Firm and submitted in a sealed cover superscripted with the name of work and addressed to the Muziris Project Limited. The Name and Address of the Firm should also be clearly given on the cover.

(b) The tender form fee will be Rs.472/-(400+18%GST) which can be paid by crossed demand draft or cash and cash receipt/demand draft should be attached along with the application.

(c) Tender must be forwarded in two separate covers marked Cover-1 (Technical Bid) and Cover-2 (Financial Bid). The contents of Cover-2 shall consist of the details Price Bid in the form of attached Proforma provided at the end of this

document duly filled in and signed.

(d) The Cover-1, i.e. Technical Bid shall be opened by Muziris Projects Limited at the first instance and evaluated. At the second stage, the Cover-2 containing Financial Bid of only the qualified and acceptable offers in the technical bid shall be opened for further evaluation and ranking before awarding the contract.

(e) Since the number of museums which have to be newly opened and refurbished is more, the Muziris Projects Limited reserves the right to award the contract to any of the firms which are technically qualified. But the preferences will be given to the highest ranking firm provided they are able to finish the works within the time schedule prescribed by the Muziris Projects Limited.

(f) Muziris Projects Limited reserves the right to disqualify any of the firms in the panel if the firm is unable to meet the timelines prescribed.

(g) The completed application must be delivered at the submission address on or before the time and date stated in the Data Sheet. Any proposal received after the closing time for submission of proposals shall be returned unopened.

(h) The application shall be opened by Muziris Project Limited, as per the time indicated in the data sheet.

Proposal Evaluation

Initial Short listing

The application received will be evaluated taking into consideration the experience and financial statements of the consultants. Minimum qualifications for short listing are:-

- i. Should have minimum 10 years experience in the field of graphic design
- ii. Should have experience in the preparation of graphic design for museums, exhibitions, conferences etc. There should be a minimum of three projects where the consultancy fee for each project is more than Rs. Five lakhs, during the last 3 years. Relevant documents shall be submitted along with the application form.
- iii. Should have a Degree holder in Graphic Design, from an approved university/ Institutions among the staff.
- iv. Should have prepared designs for at least three similar projects.
- v. The Consultants who satisfy the above minimum criteria may be initially short-

listed and may be asked to make a presentation before a committee set up for this purpose.

Presentation

The Muziris Projects Limited will call for a presentation for one of the projects and the details of the proposed project will be given by the Muziris Projects Limited.

The initially short listed firms may have to make a presentation giving an outline of the concept plan. The presentation will have to be made before the selection committee who will evaluate the application and award the total technical score based on the evaluation criteria and rank the consultants. A minimum of 30 days time will be allowed for making the presentation.

No travelling allowance would be admissible or any other expenditure reimbursable for this purpose.

Evaluation of Application

The evaluation committee appointed by the Client will evaluate the application on the basis of the details given in the application applying the evaluation criteria, sub criteria and point system is specified below.

i.	For Qualification and Experience of the Firm	-	20 points
ii.	Experience in similar graphic design projects	-	20 points
iii.	Presentation of the concept including methodology	-	40 points
iv.	Financial Proposal	-	20 points

Based on the presentations to and discussions with the Committee, a panel up to three finalists would be drawn up. The minimum marks required to be scored by the finalists will be 50 marks (out of a maximum of 80). The financial bid Covers of only these top three finalists would be opened in the presence of the attending Applicants.

The decision of the Evaluation Committee shall be final.

Evaluation of Financial Proposal

Of all the financial proposals, the lowest cost will be given a financial score of 100 and other proposals given financial scores that are inversely proportional to their prices. The formula for this will be as follows.

$S_f = 100 \times \frac{F_m}{F}$ where S_f is the Financial score. [F_m is the lowest price and F is the price F of the proposal under consideration]

Final Selection

Agencies will be given ranking according to the total technical score obtained and the total number as required will be shortlisted. The committee will decide on, who are the best suited Conservation Consultants. Technical and Financial quote will be obtained from them, for that assignment for selection on QCBS (Quality and Cost Based Selection) principle (80:20).

All disputes are subject to Ernakulam jurisdiction.




NOWSHAD P.M.
Managing Director
Muziris Projects Ltd.
Pullut P.O., Pin - 680 665
PEN - 614559

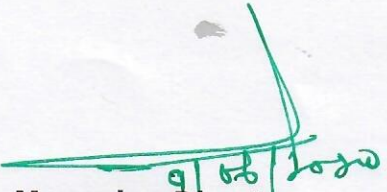
DATA SHEET

Information to Consultants

- 1.1.** The Name of the Client : Muziris Project Limited
- 1.2.** The method of Selection : Based on technical & financial evaluation
- 1.3.** Technical and financial proposals are requested : Yes
- 1.4.** Approximate number of museums : 12 Nos.
The name, objective and description of the Assignment
- 1.5.** A pre-proposal conference will be held : Will inform later
- 1.6.** The language(s) to submit proposals : English
- 1.7.** The duration of the project : Will be decided in case of each assignments Separately
- 1.8.** (i) Whether the firm/entity may associate with other short-listed firm : No
- 1.9.** The information on the outer envelope shall be : Graphic Design Consultants for the Muziris Projects Limited
- 1.10.** The address for submission of proposal is : The Managing Director
Muziris Project Limited
Pullut, Kodungallur, 680 663
- 1.11.** Proposals duly printed & signed in A4 size sheets must be submitted not later than the following date and time: **30- June- 2020, 5.00 PM**
- 1.12.** Address to bring any information to the Client: Same as in Para 1.10
- 1.13.** The date, time and address of the proposal opening are:

The tender containing the technical bid will be opened on 03/07/2020, 11.00 AM at the office of the Managing Director, Muziris Project Limited, Pullut, 680 663. Tender containing financial bid of qualified bidders will be opened later.




Managing Director

Muziris Project Limited

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Managing Director
Muziris Projects Ltd.
Pullut P.O., Pin - 680 665
PEN - 614559

TENDER FORM(Muziris Projects Ltd, Kodungallur)

TENDER SPECIFICATION NO.MPL 1/2020 dated 09/06/2020

To,

The Managing Director
Muziris Projects Ltd
Kodungallur, P O Pullut, 680 663
Ph:0487- 2807717

Sir,

I/We have gone through the above tender specification together with general terms and conditions therein.

1. I/We hereby offer to do the work of consultant in graphic designer in all respects as per the specification and general conditions at the rates offered in the attached schedule of rate of the tender.

2. I/We hereby undertake to complete the job within the time specification in the tender

The particular of payment towards purchase of tender paper is 472/- (cost is Rs.400+18% GST).

(i) Cash/Crossed Demand Draft No.....dated.....drawn in favour of Managing Director, Muziris Projects Ltd, Kodungallur.

(ii) Muziris Projects Ltd money receipt No.....Dated.....

**SIGNATURE OF THE TENDERER
WITH OFFICIAL SEAL**

PROFORMA FOR PROFILE OF THE FIRM

- **General Information**

- **Name and address of Firm** :
- **Name of Contact person** :
- **Telephone No./Fax/ E-mail** :
- **PAN Number** :
- **GST Registration Number** :
- **Activity Areas** :
- **Total Experience in relevant field** :
- **Experience in Govt. works** : **Yes/No**

- **Organizational set up**

- **Status(Company /Firm /Individual/ Partnership etc)** :

Details of Team members (experts)

Name and address	Qualification details(year, University etc. Details)	Registration details	Years of experience	No: of years with the firm	Remarks(Awards, Publications research, Honourm received etc)

- Experience**

Summary of major completed projects

(Consultancy fee above Rs.5 Lakhs and completed in the last 10 years)

:

Sl No	Name of Project & Location	Name of Client	Nature of project	Cost of Project	Date	
					Commencement	Completion
1						
2						
3						

Goods and Service Tax

The price quoted shall be exclusive of the Goods and Service Tax which shall be paid by the Muziris Projects Limited. All other taxes, duties which are to be deducted by the Muziris Project Limited as per Law, Rules and regulations that are in force shall be deducted from the bills payable.

- **Use additional sheets if required**
- **Certificates from the client to be attached**
- **List of other documents attached**

CERTIFICATION

I/ We, the undersigned hereby certify that the details provided above correctly describe me/us, my/our qualification and my/our experience.

Signature of Individual/ Authorized
Representative of the Firm (with Authorization)

All page of the application and copy of the certificates attached are to be signed by the Authorized signatory.

FINANCIAL Bid

Graphic Design services

	Services to be provided:	Cost per (designed) A4 Page	Cost per Sq.m.	Per No	Per Page	Total Amount (in figures and words)
A1	Adaptation of text from a Microsoft Word document for brochures and leaflets – 40 Pages	Rs.	NA	NA	NA	
A2	Adaptation of text, photos graphics and diagrammatic content into the appropriate professional format for the brochures and leaflets – 50 Pages	Rs.	NA	NA	NA	
A3	Adaptation of text and photos into the appropriate professional format for the brochures and leaflets – 50 Pages	Rs.	NA	NA	NA	
A4	Adaptation of text from a Microsoft Word Document for the display panels in museums – 100 Sq.m.	NA	Rs.	NA	NA	
A5	Adaptation of text, photos, graphics and diagrammatic content into the appropriate professional format for the display panels – 400 sq.m.	NA	Rs.	NA	NA	
A6	Adaptation of text and photos into the appropriate professional format for the display panels – 800 sq.m.	NA	Rs.	NA	NA	
A7	Design of Cover Page for the brochures or titles for the different galleries – 18 Nos	NA	NA	Rs.	NA	
A8	Design for the TV Monitors and Projectors – 60 Nos	NA	NA	NA	Rs.	

NA – Not applicable

The areas will be calculated in parts for the items A4, A5 and A6 will be calculated to an accuracy of 10 sq.cm.

If there is blank area (without any texts, illustrations, graphics, sketches or photos) which is more than 20% of the area of the display panels in the museum in one lot, then the area for this will not be calculated for the payment to the Consultant.

You are welcome to provide a price list for all other related services your firm provides.

Any extra services and their costs will be included in the contract.

SUBSCRIPTION

Tender No. MPL 1/2020 dated 09/06/2020 for consultant for graphic design works.

Sale of Tender Paper :

Time :

Submission of Tender Paper :

Date and time for opening tender :

Address of the office from whom : Managing Director
Muziris Projects Ltd
Kodungallur, P O Pullut, 680 663

Station:

Date:

Declaration

I/We.....agree to works as consultant of graphic designs for Muziris Projects Ltd specified in the schedule to the tender and as may be decided by the Muziris Projects Ltd within the time period specified in the contract, at our own cost, as per the rates and conditions furnished in the tender.

I/We do hereby declare that am not related to any Government servant who is in charge/having control of this work.

Signature & seal