

National Culture Fund

Ministry of Culture, Govt. of India

EXPRESSION OF INTEREST

INVITATION FOR EXPRESSION OF INTEREST (EOI) FOR DIGITAL PHOTOGRAPHY OF 'COMPANY PERIOD PAINTINGS' IN INDIAN MUSEUMS

The National Culture Fund (NCF), a trust set up under the Ministry of Culture, Government of India, has been assigned the task of undertaking a project of cataloguing and digitization of "Company Period Paintings" that exist in different museum collections, with a view to forming an integrated web catalogue of this material in conjunction with museum collections in U.K. In its first phase, the project will focus on the collection of 'Company Period Paintings' in two primary museum collections – the National Gallery of Modern Art, New Delhi and Victoria Memorial Hall, Kolkata. The digitized paintings will be catalogued and made available for viewing on the world wide web, for research scholars, students and interested individuals.

1. Scope of Work

Expression of Interest (EOI) is invited on behalf of National Culture Fund, Ministry of Culture, Government of India, from reputed registered companies, NGOs, NGAs and Individual professionals of Indian origin in order to carry out creation of digital surrogates by digital photography of company paintings in the collection of National Gallery of Modern Art, Delhi and Victoria Memorial Hall, Kolkata.

The total number of paintings in the above two collections range between 8000-8500 approximately. The paintings are on paper, textiles, canvas, mica and wood. The medium of paintings include tempera, water colours, pencil drawings, pen drawings, oil paintings, graphic prints and painted photographs. The sizes of the objects vary between 12 x 14 cm and 10 x 12 ft approximately.

As per guidelines of the NCF for the creation of digital surrogates will entail the following tasks:

- (i) Digital Photography of company paintings in the collections of National Gallery of Modern Art, Delhi and Victoria Memorial Hall, Kolkata. Digital medium format scan back cameras will be preferred.
- (ii) Photographs will be delivered in three file formats: Raw files(40 Megapixel) (storage), tiff (master file) and jpeg (Access files). At the time of submission, two copy of the software should be submitted as well.
- (iii) ISO should not be higher than 100.
- (iv) Photographic prints of digitized objects on archival paper in the size 5 x 7 inches in matte finish.
- (v) Colour calibrations will be deemed extremely important during photography.

- (vi) Digital photographs will be delivered after colour correction in comparison with the original paintings under museum staff supervision.
- (vii) Specifications for files are as follows
 - i. Digital Master: 7304 x 5478 pixels, 16 bit, 1998 RGB ColourSpace
 - ii. Access Files: 250 x 312 pixels, 16 bit, 1998 RGB Colour Space

2. Location of work

The location of work will be National Gallery of Modern Art, New Delhi and Victoria Memorial Hall, Kolkata. Objects to be photographed will not be taken out of museums.

3. Eligibility

Registered companies, NGOs, NGAs and Individual professionals with previous experience of carrying out similar work will be eligible to apply. Work done for Government/Non-Government programmes would be given weightage.

4. Submission and Evaluation of Expression of Interests

Proposals are invited for '**DIGITAL PHOTOGRAPHY OF 'COMPANY PERIOD PAINTINGS' IN INDIAN MUSEUMS'** from registered companies, NGOs, NGAs and Individual professionals as per format below and should reach the **CEO, National Culture Fund, 2ND Floor, New Administrative Wing, National Gallery of Modern Art, India Gate Roundabout, New Delhi-110003 by 13 February 2012, 3:00 pm** through Speed-Post, Registered-Post or by hand delivery. Kindly note, National Culture Fund will not be responsible for any delay in receiving the documents.

4.1. Format of EOI

The Registered companies, NGOs, NGAs and Individual professionals should apply with detailed terms and conditions in the format below:

- a) Letter of interest
- b) NGO/NGA profile in narrative form (not exceeding 1 page).
- c) Detailed information of current and future commitment of contractual or other nature
- d) Details of relevant experience in the last three years including list of projects undertaken
- e) Technical manpower and facilities available: Qualification, experience, and list of equipments
- f) Short CVs of the key personnel to be associated with the Project.
- g) Any other terms and conditions for undertaking the work

to the CEO, National Culture Fund, 2nd Floor, New Administrative Wing, National Gallery of Modern Art, New Delhi-110003 in a two separately sealed envelopes clearly marked as under:

- A) **Technical Bid for 'DIGITAL PHOTOGRAPHY OF 'COMPANY PERIOD PAINTINGS' IN INDIAN MUSEUMS'** and
- B) **Financial Bid for 'DIGITAL PHOTOGRAPHY OF 'COMPANY PERIOD PAINTINGS' IN INDIAN MUSEUMS'**. (see annexure 1 for format of financial bid)

4.2 NCF will have the right to reject any or all EOIs, received in response to this invitation, and its decision in this regard shall be final and binding.

4.4 Applicants will be informed in due course, the results of their submissions.

4.5 National Culture Fund reserves the right to accept/reject any or all submissions assigning suitable reasons.

4.6. Criteria for Evaluation of Technical Bids

Technical bids made by applicants will be opened on a selected date and time by NCF and will be evaluated by a Technical Committee constituted by NCF. The date and time of opening of technical bids will be informed to applicants.

The criteria for evaluation of technical bids to deem agencies technically eligible will be the following:

- a) Previous Experience of Digitization of art works for archiving.
- b) Equipment to address delivery of digital files as mentioned in Section 1. 'Scope of Work' in this EOI.
- c) Ability to clearly spell out a detailed work flow for the project.
- d) Due attention and specific steps to be taken to ensure safe photography of delicate and highly light sensitive art objects such as water colour paintings, tempera paintings and paintings on reflective surfaces.
- e) Details of manpower to be engaged in the project: Photographers, colour calibration experts and other project personnel.

Kindly note, the decision regarding short-listing of agencies for technical eligibility will be taken by the Expert Committee constituted by NCF and its decision will be final and binding in this regard.

4.7 Financial Bids

Financial Bids of only 'technically eligible' agencies (as per section 4.6) will be opened in the presence of the applicants on a selected date and time, to be decided by NCF for further evaluation and final selection.

5. Final Selection

Please note that the technical bids will be given 75% weightage and the financial bids will be given 25% weightage for this selection process.

The National Culture Fund, Ministry of Culture reserves the right to accept or reject any application and to annul the process and reject all applications at any time without assigning any reason and without thereby incurring any liability to the affected applicant or without informing the applicants of the grounds for the National Culture Fund's action. Applicants if found to have indulged in any corrupt or fraudulent practices, will not be considered

This EOI was released on 1 February 2012-02-02

The EOIs must reach the designated office within 15 days of release of this invitation

Annexure 1

Specimen format for financial bid

This format shall be sent in a sealed cover super-scribed Financial Bid for ‘CREATION OF DIGITAL SURROGATES FOR A WEB BASED CATALOGUE FOR ‘COMPANY PAINTINGS’ IN INDIAN MUSEUMS’

FROM:

TO:

The CEO
National Culture Fund
2nd Floor, Admn Wing, NGMA
Jaipur House
New Delhi-110003

1. Rate of Digital Photography per painting:
2. Rate of Colour Correction per painting:
3. Total cost of creating and delivering digital surrogates of 7500 paintings:
4. Any other

(SIGNATURE OF THE OFFERER)

