

## TERMS OF REFERENCE

### Services of a Firm/ Organization for developing the website of Taxila Museum and Lahore Museum with Virtual Tours and Online Galleries

<b>Project:</b>	Protection & Promotion of Cultural Heritage of Punjab through Sustainable Tourism and Economic Growth (2018-2021)
<b>Type of Contract:</b>	Contract for Services
<b>Duration:</b>	3 Months
<b>Budget Code:</b>	WBS 700PAK4000.3.4

#### I Background and Justification

The Government of the Punjab, with the support of a World Bank loan, has launched the Punjab Tourism & Economic Growth (PTEG) project (2017-2022). The project aims to contribute to the economic development of Punjab by promoting effectively managed tourism to cultural heritage sites of religious interest and capacity building of relevant stakeholders in the culture and creative industries.

Under the sub-project “Protection & Promotion of Cultural Heritage of Punjab through Sustainable Tourism and Economic Growth (2018-2021)”, UNESCO Islamabad will be providing technical assistance to the Government of Punjab for:

- Protection of selected heritage sites and museums through site management planning, institutional reform and capacity building;
- Economic growth and pluralism evidenced as a result of heritage protection and promotion

The project directly contributes to SDGs 4.7, 5.5, 8.3, 8.9.10.2, 11.4 and 17.17.

In line with the objectives of the project, a section focuses on the Capacity of Lahore and Taxila Museums strengthened to promote inter-cultural dialogue, transmit knowledge and contribute to tourism. The section aims on creating a brand/visual image of both museums as world-class museums with relevant information on location, directions, opening hours, guided tours and other events, timings, facilities available, information on the archaeological sites (for Taxila), and subsequently enriching each website with the 30 highlight objects for virtual tourism and digital presence.

The services of a firm/organization are required to develop *Collection Highlights*<sup>1</sup> (online gallery of collections), virtual tours for Lahore and Taxila Museums and develop the websites of Taxila Museum and Lahore Museum.

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<sup>1</sup> Collection Highlights:

For Lahore Museum - the Collection Highlights should be inclusive of all sub-collections within the Lahore Museum (i.e. Islamic, Hindu, Modern, Manuscript) as these objects will become an intrinsic part of the Museum's branding. For Taxila Museum - consider including monumental/architectural highlights from the Taxila sites should also be included for the broader aim of establishing a Buddhist trail and tourist routes.

## II Objective

The main objective of this activity is to strengthen the capacity of Lahore and Taxila Museums to promote inter-cultural dialogue, interfaith harmony, cultural pluralism, heritage education, transmit knowledge and contribute to sustainable tourism for economic growth.

## III Outputs/Deliverables

The assignment shall achieve the following outputs:

1. Develop the website of Taxila Museum
2. Develop the website of Lahore Museum / upgrade the existing website of Lahore Museum
3. Develop Collection Highlights (online gallery of collections) and virtual tour for Lahore Museum
4. Develop Collection Highlights (online gallery of collections) and virtual tour for Taxila Museum

## IV Tasks/Activities

Within the framework of the overall project, “Punjab Tourism and Economic Growth” (PTEGP) and the UNESCO component “Protection and Promotion of Cultural Heritage of Punjab for sustainable tourism and economic growth” funded by the Government of Punjab under the World Bank Loan (project 700PAK4000), and under the authority of the Director of UNESCO Pakistan, the direct supervision of the National Project Officer (Culture), and in close consultation and cooperation with concerned staff of the UNESCO Islamabad Office and relevant government stakeholders (Directorate of Archeology Punjab, Information and Culture Department Punjab, PTEGP and Punjab Information Technology Board – PITB and the two museums), the Contractor will undertake the following activities:

1. To liaison with relevant Government departments and Museum Curators/Management for their requirements on both websites.
2. To conduct meetings and consultations with relevant government departments and stakeholders i.e. Information & Culture Department, Lahore Museum, Directorate of Archeology and Taxila Museum.
3. To review and incorporate the information from the existing Taxila Museum App, developed in 2018, in the Taxila Museum website / online gallery.
4. To engage a sector specialist/ heritage expert for identification and selection of 30 objects from Lahore Museum and 30 objects from Taxila Museum, in consultation with the Museum Management / Curators.
5. To engage a sector specialist/ heritage expert to draft *dynamic/interpretative object label text* in 30 to 50-word description of each selected object in English and Urdu. The heritage expert will also draft brief introductory text on each of the Lahore Museum's sub-collections and monumental/ architectural highlights from the Taxila sites for a broader aim of establishing tourist routes and Buddhist trail.
6. To engage a professional photographer for high resolution photographs of the identified collections of each museum.
7. To coordinate with PITB for technical guidance and support.
8. To submit draft designs to UNESCO for review and approval before finalizing the websites.
9. To present the websites of both, Lahore and Taxila Museums to PTEGP and relevant government departments for their feedback and approval.
10. To incorporate any suggested changes/revisions by relevant stakeholders before finalizing the websites, Collection Highlights (online galleries) and virtual tours of both museums.

## V Duration of contract

Three (3) months effective from the date of signing the contract.

## VI Inputs

### UNESCO will:

- a. Facilitate a working relationship with the relevant government departments, when needed.
- b. Regularly monitor the effective and timely implementation of the activities.
- c. Review and approve the identified collection highlights for the virtual galleries of both museums.
- d. Provide advice to the expert on the content and design of the websites according to the Management Plans of both museums, approved by the Government of Punjab.

### The Contractor will:

- a. Implement the activities according to the TORs and agreed work plan of the contract and in regular consultation and coordination with UNESCO Project Officer, Lahore.
- b. Coordinate with the relevant government departments and stakeholders for their requirements.
- c. Design two world-class websites, for Lahore and Taxila Museums, according to the international best practices, along with virtual tours and online gallery of collections.
- d. Ensure that the reporting requirements meet the highest standards.

## VII Reporting Requirements

The reports that cover all the deliverables outlined in sections III and IV above are:

1. Brief report to submit Work Plan and Time Schedule (6-8 pages), within a week of signing the contract.
2. Submit brief reports (2) of meetings and consultations with relevant government departments and stakeholders for each museum:
  - a. Information & Culture Department and Lahore Museum
  - b. Directorate of Archeology and Taxila Museum
3. Incorporate the information from the existing Taxila Museum App, developed in 2018, which could be re-purposed for use in the galleries.
4. Incorporate the suggestions and requirements of the relevant departments in the website design.
5. Share the identified *Collection Highlights* for the online gallery of collections for both museums i.e. *30 objects (from each museum) to be selected in consultation with the Museum Curators and draft 30 to 50-word dynamic/interpretative object label text of each selected object (in English and Urdu).*
6. Submit high resolution photographs of the identified collections of each museum.
7. Coordinate with PITB for technical guidance and support.
8. Present the finalized websites of both, Lahore and Taxila Museums to PTEGP and relevant government departments for review and approval.
9. Present the online gallery of collections and virtual tours for Lahore and Taxila Museum to PTEGP and relevant government departments for review and approval.

## VIII Eligibility

Only those organizations are eligible to apply or quote their rates, which fulfill the following criteria:

- Registered as a business or commercial entity, or a non-profit organization with the government or with a semi-government body created through a legal instrument (Registration Certificate required)
- It is mandatory for the firm to have minimum three (3) years of experience in the field of digital communication, graphic designing, web development, web designing and production of videos/animations.
- Possess experience of designing and producing videos or virtual graphics / animations (3 relevant samples of work to be provided)
- Working in the field of culture, heritage and tourism is an added advantage (relevant work sample to be submitted)

Government institutions will not be eligible to apply, unless it has been established that the Government-owned enterprise or institution is legally and financially autonomous, operates under commercial law, and is not a dependent agency of the Government. As an exception, a Government-owned university, research or other similar institution maybe eligible if it has been established to The World Bank's satisfaction that the services of the institute are of a unique and exceptional nature (and there is no suitable private sector alternative).

### IX Criterion for Proposal

Qualified organizations/firms will send their proposal through email. The technical proposal should include the following:

- Description of the institution or organization and its qualifications, including references of previous work pertaining to web designing, web developing, virtual graphics / videos.
- Reference work samples in the field of culture, heritage management and/or tourism promotion, will be an added advantage.
- In case of firm audited financial statements for last two years for which these are available.
- Summary of the experiences that are directly relevant to the required tasks under the TORs.
- List of references of clients.
- Description of your understanding of the project's requirements and TORs, and proposed approach for achieving the specified deliverables.
- Details of the team that will work on the project including CVs for all proposed team members.

The financial proposal should include budget breakdown for services provided, in PKR according to template given below:

#.	Item	Description	Unit Cost (PKR)	Sub-Total (PKR)
1.	Developing website for Taxila Museum	Developing a dedicated website for Taxila Museum for virtual tourism and digital presence.		
2.	Developing / upgrading existing website of Lahore Museum	Developing / upgrading existing website of Lahore Museum for virtual tourism and digital presence.		
3.	Designing and developing Virtual Tours (2)	Virtual Tours for both Taxila Museum and Lahore Museum		
4.	Developing Collection Highlights - Online Galleries (2)	Online Galleries of Collection Highlights for both Taxila Museum and Lahore Museum		
5.	Expert/s Cost	Heritage expert / sector specialist engaged for identification and selection of 30 objects from each museum and drafting brief descriptions in English and Urdu		
6.	Traveling Cost	Cost of Traveling		
<b>TOTAL AMOUNT (PKR)</b>				

### X. Ownership Rights

UNESCO / Government of Punjab will have the sole rights of the developed websites, virtual tours and online galleries of both Museums. All raw and edited recorded data will be property of UNESCO.