



**NATIONAL MUSEUM INSTITUTE**  
**OF HISTORY OF ART, CONSERVATION AND MUSEOLOGY**  
(Deemed to be University)

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**Date: 01-10-2020**

A Web Repository as a part of project 'Cultural Heritage of Varanasi: Kashi Vishwanath Temple Corridor' is required by the Department of History of Art. For this purpose, quotations are invited from professionals for creating a content-based interactive website under the following specifications:

- i. Dynamic Website
- ii. No. of Pages will be 200 or more
- iii. Target users will be scholars, teachers, students, Heritage conservation practitioners, travellers, researcher, architects, art historian etc from the field of art and culture.
- iv. Main components of the website will include content in the form essays, article, sheets, high resolution images, AV material like videos and recordings, interactive maps, digitised archival content, learning modules etc.
- v. Specific functionalities of the Website:
  - a. Content Authoring Tool
  - b. Content Management System
  - c. Features Content Section Design
  - d. Visual Engine Design
  - e. Navigation
  - f. Cross- Referencing
  - g. User Interaction with Featured Content
  - h. Search Engine Optimization
  - i. Site Analytics
- vi. Language for the portal will be in English and Hindi both.
- vii. The website needs to be completed within four months from the date of the commencement of the contract.

Eligibility criteria are as follow:

1. Experience in development of the web repository for more than 5 years;
2. Experience in developing websites for cultural institutions;
3. Experience in designing of the Web Repository;
4. Experience in development and designing of the interactive web repository;
5. Experience in working with the government institutions;

Interested parties may go through the attached documents (pg. 2 to 14) and send their applications / quotations only through e-mail to [registrar.nmi@gov.in](mailto:registrar.nmi@gov.in). The last date of receiving the applications / quotations only through e-mail is 08<sup>th</sup> October 2020, 05:00 pm.

(Dr Praduman K. Sharma)  
Registrar

**Term of reference is as follow:**

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## 1. Introduction

Department of History of Art, NMI under the ongoing project 'Cultural Heritage of Varanasi: Kashi Vishwanath Temple Corridor' invites bids to design and build its web portal which will be meant for public and internal purposes.

This Term of Reference (ToR) Document applies to the Cultural Heritage of Varanasi Portal and describes the scope of work for the Portal which will have to be carried out by the Web Designing Team.

Please address any questions to Dr Savita Kumari via email at [savita.arthistory@gmail.com](mailto:savita.arthistory@gmail.com).

## 2 About

### What is Cultural Heritage of Varanasi: Kashi Vishwanath Temple Corridor?

Varanasi is among the oldest living cities in the world. As early as the 6th century B.C, it was a flourishing and prosperous cosmopolitan city. Considered as the spiritual city of the world, Varanasi's ability to neutralise contradictions, makes this city all the more significant in the present context when the entire world is passing through a turbulent time.

This project is an attempt to rediscover aspects of the complex, vibrant and multi-layered cultural matrix of the city of Varanasi that is developed around the temple of Kashi Vishwanath. The recent unearthing of the Kashi Vishwanath temple corridor on the initiative of the Hon'ble Prime minister has opened up an opportunity to rediscover the original context of the spiritual city and its connection with the sacred river Ganga. The present project intends to research and document the temples discovered in the Kashi Vishwanath temple corridor. It also aims at creating an online scientific web portal to bring the findings in the temple corridor accessible to a global audience. Through seminars, workshops and publications, the project aims to map Varanasi's contribution to the world and create awareness for safeguarding the cultural heritage.

The aim of the creation of an online portal is to showcase the cultural heritage of Kashi Viswanathan Temple Corridor with the help of leading technical experts and to bring out scientific database on the temple corridor for a global audience.

### Objectives

The objectives of the website will includes the following:-

- Mapping of the rediscovered temple and the site through architectural drawings of plan and elevation
- Digital photo archives on architecture and sculptures of 42-temples unearthed from the corridor
- Short videos on temples in heritage corridor
- Uploading relevant text materials on the web portal

## Structure of Cultural Heritage of Varanasi Portal:

Menu:

Home

Page1: Kashi: The Historical Context

Sub Page 1: The three Khandas of Kashi: the Omkhar Khanda, the Vishveshvara Khanda and the Kedar Khanda

Page 2: Important Ghats of Kashi

Sub Page 1: Myth and legends

Sub Page 2: Architectural Edifices

Sub Page 3: Rituals

Page 3: Manikarnika: the site of liberation

Sub Page 1: Myths and believes

Sub Page 2: Representation in paintings, photographs and Prints Sub

Sub Page 3: Layout of the place

Sub Page 4: Important Structures

- Shri Tarkeshwara Mahadev Temple
- Shri Ratneswar Mahadeva Temple
- Manikarnika Kunda

Page 4: Avimukta Kshetra: The concept

Page 5: Shri Kashi Vishwanath Heritage Zone: site overview

Sub Page 1: Making of the Corridor

Sub Page 2: Site Plan

Sub Page 3: Temples in the corridor

Sub Page 4: Museum

Page 6: Gems of Shri Kashi Vishwanath Heritage Zone: Select Temples

Sub Page 1: Shri Kumbha Mahadeva

Sub Page 2: Shri Chintamani Mahadeva Temple

Sub Page 3: Shri Chandragupta Mahadeva Temple

Sub Page 4: Shri Gangeswara Mahadeva Temple

Sub Page 5: Shri Mandhateswara Mahadeva Temple

Sub Page 6: Shri Sankatamochana Temple

Sub Page 7: Shri Bala Mukundeshwara Mahadeva Mandir

Sub Page 8: Putli Bai Temple

Sub Page 9: Shri Jauvinayak Temple

Sub page 10 onwards: Other Temples of the Corridor

Page 7: Kashi Vishwanath Temple

Page 8: Events such as seminars, workshops, exhibition etc.

### 3 Stakeholders in Kashi Heritage Corridor Portal

#### 3.1 Demographics

The **target audience** includes scholars, practitioners, teachers, students, travelers and enthusiasts, thereby fostering a forum for creativity and dialogue. The portal should therefore be designed to address:

- 1) Students from the secondary school level (i.e., those who are ready to read beyond the prescribed syllabus; however, some content will be specially created for younger people)
- 2) Teachers
- 3) Scholars
- 4) Tourists
- 5) South Asian diaspora
- 6) Heritage conservation practitioners
- 7) General enthusiasts
- 8) Institutional Collaborators (present and potential)
- 9) Potential employees
- 10) Interns
- 11) Photographers: The styling of images should inspire people to contribute photographs, a crucial component of content<sup>1</sup> which will be created or commissioned in-house, solicited by an open call to fill perceived gaps, shared by agreement with institutional collaborators and selected on a competitive basis.
- 12) Design students
- 13) Media
- 14) Prospective funders

Broad Categorization of Stakeholders

Name	Represents	Behaviour	Design Concerns
General Users	Consumers of Cultural Heritage of Varanasi Portal	<ul style="list-style-type: none"> <li>- comes with specific query</li> <li>- seeks overview of topic before travel, assignment, performance</li> </ul>	<ul style="list-style-type: none"> <li>- customize interface to and levels of detail desired</li> </ul>
Registered Users	Consumers of Cultural Heritage of Varanasi Portal	<ul style="list-style-type: none"> <li>- create profiles</li> <li>- Download articles, photos, AV content</li> </ul>	<ul style="list-style-type: none"> <li>- will receive notifications of new uploads in interest areas</li> <li>- Receive latest updates</li> </ul>

<sup>1</sup>See Eric Leyland, 'Allow the objects to speak first' <http://eric-leyland.blogspot.in/2011/09/guidelines-for-good-interpretive-text.html>

		- Download Maps	
Editors/ Curators	Kashi Heritage Corridor's content Research and Editing (R & E) Team	- Place content on portal - Categorize content - Initiate debates	- automated cross- referencing - automated archiving of content of files - automated archiving of content in Events Calendar

#### 4 Web Portal Activities and Objectives

The Cultural Heritage of Varanasi Portal will take the form of a virtual library (i.e., providing knowledge as opposed to mere information) in the following 12 domains:

- knowledge systems<sup>2</sup>
- oral traditions<sup>3</sup>
- built heritage<sup>4</sup>
- performing arts
- arts & crafts
- literature & languages<sup>5</sup>

Each topic is approached through a multi-media module, whose components are:

- Quick facts (mobile accessible), Fact Sheets (downloadable for offline use), 'teaser' films
- core article/overview
- allied articles on subsidiary/specialized themes
- image galleries and picture essays
- video interviews + transcripts
- interactive maps
- interactive timelines
- digitized archival content (photos, articles, books)
- learning modules
- annotated bibliographies
- guide to online resources

Cultural Heritage of Varanasi interim website has 200 pages of multimedia content, solicited from experts and the public, and generated in-house and in collaboration with cultural institutions.

An outline of the material produced through the mode of content creation is by:

### **In-house content management**

- Articles commissioned from experts
- Curations of text, photographs and AV material in order to:

<sup>2</sup> E.g., philosophy, politics, aesthetics, veterinary science, astronomy, ecological knowledge...

<sup>3</sup> E.g., chanting, chronicles, songs, origin myths...

<sup>4</sup> E.g., megaliths, mausoleums, rural markets, urban spaces...

<sup>5</sup> E.g., people (influences, works, contribution), movements, print histories, connections across languages & domains

- Explain, illustrate, orient (e.g., pop-up glosses, sidebar annotations, video links, virtual tours, site plans)
- Stimulate senses (collated image views...)
- Deepen and broaden references (hyperlinked text, layered maps, comparative timelines)
- Stimulate thinking (learning modules)

## **4.1 The Portal Structure and Content**

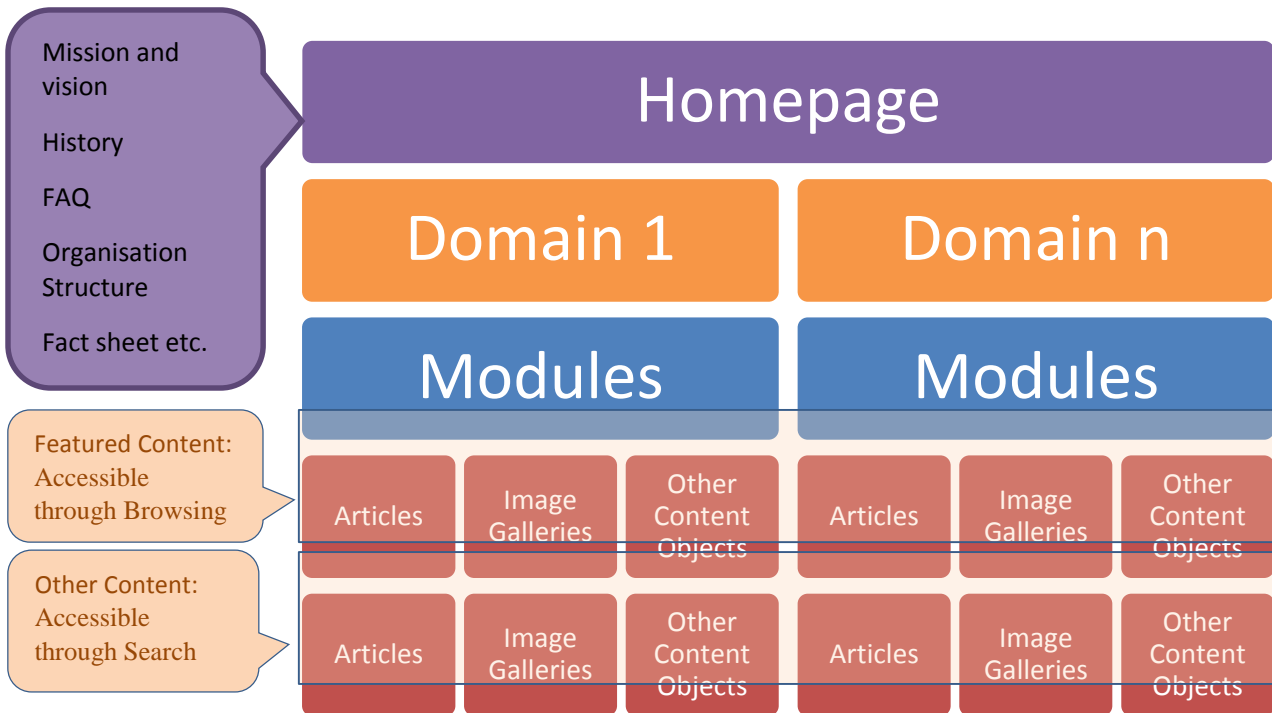
4.1.2 The Portal will host:

- an encyclopaedic resource in the form of multimedia modules on areas or sub-topics falling under  
*one or several* of Kashi Heritage Corridor's 12 domains.
- (learning modules, and a space for students and for teachers to share)
- (learn about local cultural contexts via walks and stories)
- (scholarly articles; digitized documents & books)
- (local crafts, heritage sites, food, festivals)
- (special interest groups)
- (extended interviews to place the work of creative people in context)
- (forum moderated by Kashi Heritage Corridor Editorial Team)
- (a platform for artists, scholars and critics)
- Events Calendar (to inform people of cultural events in their area)

4.1.3: Featured content

This is the content of the Cultural Heritage of Varanasi Portal curated for the Kashi Vishwanath Heritage corridor encyclopedic resource by the Research & Editorial Team. User will be able to browse through featured content created by the R & E Team, or by scholars or writers at Cultural

Heritage of Varanasi invitation, or those which are alternately sourced but come up in Cultural Heritage of Varanasi User rating system to be deemed suitable as featured content.



**Figure: Logically layered Structure of Featured and Other Content**

The Web Designing Team is to design a set of templates (to be delivered in the form of a Cascading Style Sheets a.k.a CSS) for each of the above content objects.

## 5 Design

The design should be informed by Cultural Heritage of Varanasi **core concept**, namely that the **inter-connectedness** of cultural formations in South Asia across space, time and domain calls for non-linear study and exploration. It should be clean, and try to appeal to a diversity of audiences, including an international audience.

### 5.1 Objectives of the Web Design Team Assignment

The Web Design will perform the following tasks

- Design and develop a design of the Cultural Heritage of Varanasi portal in close cooperation with the Kashi Vishwanath Temple Corridor Content Development Team and Technology Team. This will also keep in mind the portal Technology architecture already decided by the Technology Team and Cultural Heritage of Varanasi Content Development Team;
- In the process of vision design, provide up to 2 design prototypes for usability testing and comply with usability testing results in further development of prototypes if needed;



- Develop the design vision into a design theme/skin compatible for installation on the program portal's content management system (CMS), and compliant with World Wide Web Consortium (W3C) web standards.

### 5.1.2. General directions

- Web pages should appeal even with limited content, as the encyclopedic resource will take time to populate, and the distribution of content will always be uneven.
- Content approved by the Editorial Team must be differentiated from other content.
- The design should anticipate the fact that as the encyclopedic resource grows through user contributions and additions, elements of a module on, say, Chola or Kerala temples may become the nucleus of an independent module on Shaivite literature or Guruvayoor, and see what impact this will have on internal *cross-referencing* and the *search function*, and on *layout*.
- In addition to the module components identified on p. 7 above, the Web Design Team is expected to help the Content Team arrive at formats for content that are engaging for a wide range of users, e.g.,: FAQs, expositions in QA format<sup>6</sup>, issues for debate, short films for educational use showing aspects of a subject across domains and different disciplinary perspectives

<sup>6</sup> See <http://www.vox.com/cards/marijuana-legalization/learn-more-about-marijuana-legalization>

**A. Please show visually how you would achieve the following** (items 1–3 are deliverables we are committed to for the launch of the Portal in September 2020; items 4–6 are elements that critical impact on the first three; section 4.1.3 below provides a list of reference websites):

1. **Content Authoring Tool**, for registered users to upload content and associated metadata and keywords.
2. **Featured Content Section Design**, integrating multiple formats, rich media, and visualization tools for full and stimulating User Experience.
3. **Visual Engine Design**, enabling efficient information retrieval, permitting complex search and browse functions, workspace
4. **Navigation** of OER, of all types of content on a search query (information, diagrams, video demonstrations...), and between supplementary content (translations, transcripts, glosses)
5. **Cross-referencing** search queries, domains, periods and places
6. **User Interaction** with featured content

**B. Please write a note on what will differentiate Kashi Heritage Corridor.**

You may (*but are not obliged to*) address the following areas, and include challenges as well as possibilities. Below are only thought prompts, please add your own points:

- scope (range of domains, features, digitized original source material...)
- appeal to user groups with different knowledge levels and diverse interests
- information architecture
- look and feel
- search and browse facilities
- storyboard and flows
- design language for Kashi Heritage Corridor

**C. How would you address the following issues, and any others that you foresee?**

- SMAC integration
- creating future-proof design
- accommodating diverse layouts (picture essays, expositions in QA format...)
- customization to different needs, verbal or visual orientations
- Given that Kashi Heritage Corridor's mandate is large – a source of authentic information, a resource for understanding Indian culture and history comprehensively, a research tool<sup>7</sup>, a repository of cultural forms and a forum for discussion – how does one best describe it, as an encyclopedia, a multimedia encyclopedia, a library, or...? Also, what concept or metaphor best captures Kashi Heritage Corridor: conversations, collaborative, or ...?

**5.1.3 Reference websites, multimedia resources, tools and APIs**

**1. Content Authoring Tool,**

- a) <https://medium.com/help-center/writing-128f049a7ad>
  - i. minimal formatting (bold, italics, subheads, links, lists, block quotes)
  - ii. drafts autosaved
  - iii. users can share notes on drafts for collaborative content creation

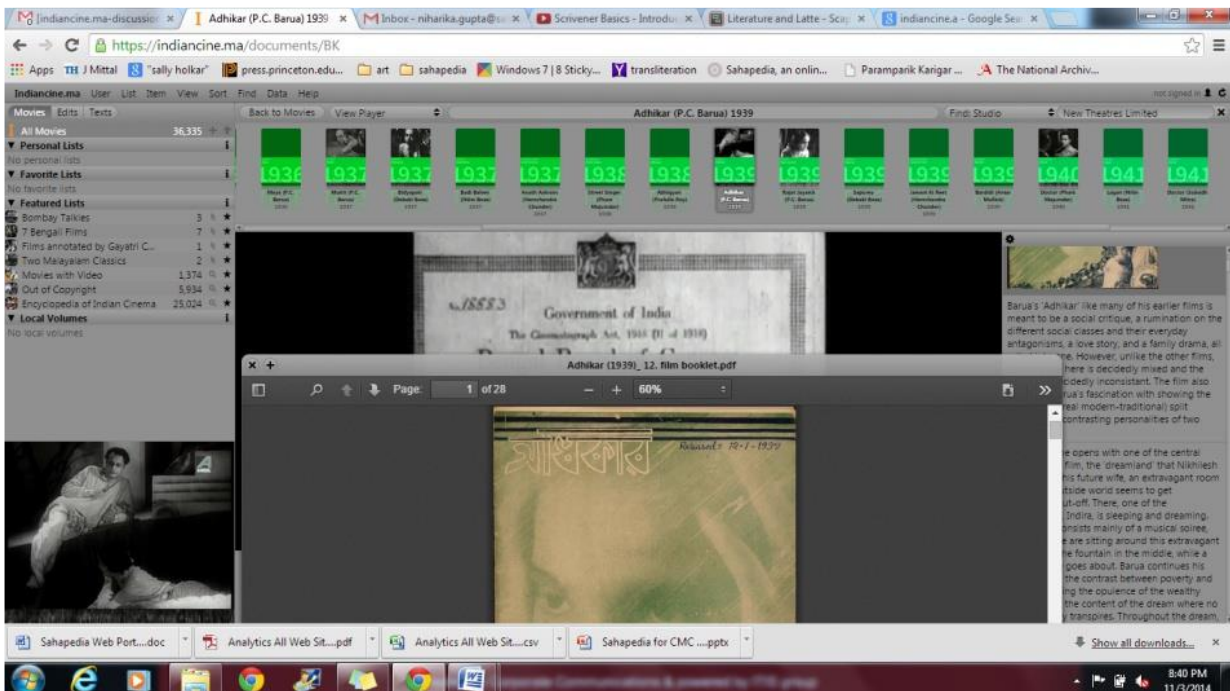
**2. Featured Content Section Design.**

- a) <http://www.asia.si.edu/explore/indianart/>

A multi-media resource on Siva Nataraja owned by Freer Gallery of Art, conceived and realized by Jackfruit Research + Design, where content is conceptually informed but easily absorbed, and engaging for users with diverse interests, knowledge levels and visual/verbal orientations.

- i. flow connects domains of ideas/knowledge systems, history, cultural practices and festive events, literature, performing arts, crafts
  - ii. use of multimedia: interactive explaining iconography, videos of ceremonies...
  - iii. hyperlinks take viewer to related content from other regions, and creatively re-use existing archives of video documentation
- b) <http://genius.com/>
- i. possible to link texts to images, video, interactives
  - ii. possible to have multiple annotations to the same text (unlike hyperlinking, which is confined to a single point of reference)
  - iii. permits comparing and cross referencing (to versions in other languages, interpretations in painting or the performing arts)
  - iv. user can rate annotations
  - v. summary credits for contributors to each annotation
- c) [https://pad.ma/grid/title/list==Ranjana:From\\_the\\_Odissi\\_Archive](https://pad.ma/grid/title/list==Ranjana:From_the_Odissi_Archive)
- i. annotation of precise clips of video for in-depth interpretation
  - ii. multiple layers of annotation (comments on choreography, translation of ashtapadi, personal reminiscences)
  - iii. timeline allows multiple views, comparisons
- d) <https://indiancine.ma/CMQ/player/BCO>

<sup>7</sup> Proposed projects include the teaching of ancient scripts online and linking the databases of different institutions.



Archive of Indian cinema, where films may be viewed alongside digital versions of related documentary material (posters, booklets)

e) <http://www.worldofdante.org/>

Multi-media research tool for the study of the *Divine Comedy* through searches and analyses, diagrams and databases, maps and timelines, music and illustrations.

Similar tools could be developed to enhance understanding of *select* medieval texts like the *Padmavat*, *Gita-Govindam*, Ramayanas across languages, the Bijak of Kabir and Hamzanama by explaining:

- i. analyses showing how characters and metaphors figure in other literatures and languages
- ii. diagrams explaining cosmological and/or geographical framework
- iii. database on mythical allusions and philosophical concepts
- iv. links to audio-tracks of singing, chanting
- v. links to illustrations

f) <http://www.dancingforthegods.org/bharatanatyam/webfiles/index.jsp?updatecount=&ad=&act=>

It may not be possible for Kashi Heritage Corridor to match such a specialized site, but we could learn from its teaching modules adapted to different age groups.

We also recognize that it is possible to have solid content with minimal technology, which many of our potential authors may prefer, e.g.,

- <http://sangamtranslationsbyvaidehi.com/> A

A site that with limited technological innovation has created a literary archive that is searchable at the level of works (though not words), includes word-by-word translations and whose navigation is intuitive.

- <http://www.parrikar.org/hindustani/malkauns/>  
Guides listeners in understanding and appreciating music through an overview article hyperlinked to audio tracks.

### 3. Visual Engine Design

a) <http://www.litencyc.com/videohelp/AdvancedSearch.html> (Search and browse)

Facilities

- i. saving search results
- ii. filtering out data fields (poetry, essays...)
- iii. search results may be sorted by date or name
- iv. possible to tally different searches, e.g., science fiction and scientific events
- v. possible to run multiple searches: Renaissance poetry and historical context
- vi. categories special to Literary Encyclopedia: landscape gardens, spiritual autobiography

b) Workspace

Given Kashi Heritage Corridor' ambition to build a comprehensive resource that illuminates cross-domain connections, an ideal User Workspace would combine:

- i. Scapple's scope for 'roughing out connections'  
<http://literatureandlatte.com/scapple.php>

- ii. Scrivener's facility for viewing multiple data types in a single Window, <http://literatureandlatte.com/scrivener.php?show=features>
- iii. the painless 'holdall' capacity of Evernote, [www.evernote.com](http://www.evernote.com)

#### 4. Navigation

- a) <http://www.uncubemagazine.com/magazine-23-13620815.html#!/page54>
  - i. subsidiary information accessible but not intrusive (contents, author bios)
  - ii. extent of article quickly visible
  - iii. users can customize page views
  - iv. economical relationship between tags (what, where, who, author) and Supermenu, which filters by the same parameters
  - v. drop-down menu gives overview and extent of content on each item

#### 5. Cross-referencing

- a) <http://demo.thinkmap.com/> Applications we like include
  - Visual Thesaurus <http://www.visualthesaurus.com/landing/> Tracing webs of meaning
  - 'Movies of the 80s' <http://demo.thinkmap.com/moviespider/> To see how the elements in a genre keep changing and reconfiguring
  - <http://demo.thinkmap.com/familytree/> User can switch between two views, one for navigation, the other for analysis

- b) <http://www.columbia.edu/itc/mealac/pritchett/00ghalib/>  
A rich inter-textual resource for understanding Ghalib's ghazals, discovering new relations between them, and for probing deeper into the use of words.

#### 6. User Interaction with featured content

- a) interactive timelines

<http://www.oucs.ox.ac.uk/ww1lit/education/timeline#sets/ww,gb,bd+date/19140620>  
Users can navigate a timeline for World War 1, adding layers they choose referring to dates from the lives or diaries of poets

- b) <http://ed.ted.com/lessons/dear-subscribers>  
Users can create their own learning modules by framing existing content through the following steps:
  - setting learning objectives
  - setting questions (multiple-choice with video hints as well as open-ended)
  - linking to resources for deeper study
  - posing questions for group discussion

- c) <http://tibet.prm.ox.ac.uk/index.php>

Tibet Album archive of British photographs

- i. permits selection, juxtaposition, comparison, annotation

## **6. General Conditions**

The following should be noted by interested parties:

- Intellectual property and ownership of all products developed in the execution of the contract will be vested in National Museum Institute and any and all service providers will sign those rights to Cultural Heritage of Varanasi project Team.
- Products may not be made available to any unauthorized person or institution or sold for profit without prior written consent from Cultural Heritage of Varanasi project Team. Even the content of the ToR are to be kept confidential and are not to be disclosed to any third party without prior approval of Cultural Heritage of Varanasi project Team.
- On completion or termination of the agreement, all products must be handed over to Cultural Heritage of Varanasi project Team.
- No information concerning the proposal or award of the tender may be made available by the Bidder to other parties without prior consultation and written approval from Cultural Heritage of Varanasi project Team
- The successful bidder will be required to be bound by confidentiality.
- The successful bidder will be required to enter into a service level agreement (specific conditions of contract) with Cultural Heritage of Varanasi project Team.

## **7. Duration and Timelines**

The time period for this assignment will be as under:

- 15<sup>th</sup> September, 2020 : Submission
- 20<sup>th</sup> September, 2020 : Final Review
- 30<sup>th</sup> September, 2020: Release of the Website

## **8. FORMAT OF PROPOSALS**

Proposals should at a minimum contain the following:

### **8.1 UNDERSTANDING OF THE TERMS OF REFERENCE**

The service provider is expected to describe its understanding of the objectives of the project and the Scope of Work, by addressing Questions A, B & C in **Section 4.1.2** 'Design Elements'.

### **8.2 PROPOSED METHODOLOGY / APPROACH**

A clearly quantified proposal on the various benefits shall be outlined by the service provider as well as the cost implications which shall include the administration costs. The service provider shall outline their proposed methodology / approach to this feasibility study.

- A capacity statement, stating the service provider's capacity, qualifications and experience in delivering the abovementioned services;
- Detailed description of work experience with traceable references;
- An overview on how the service provider intends to engage with the team when undertaking the abovementioned work;
- Detailed budget and daily rates (VAT inclusive), specifying all the costs required to undertake the scope of work described above;
- Time table and activity plan for the assignment.