

Salarjung Museum
Chemical Conservation Laboratory

**Request for Proposal (RFP) for engagement of an agency to prepare a high level
whitepaper towards reorganisation of museum space & infrastructure at Salar
Jung Museum, Hyderabad.**

Issued by:

Salar Jung Museum (An Institution of National Importance under the Ministry of Culture,
Government of India) Hyderabad, Telangana.

1. BID DATA SHEET

Particulars	Details
RFP Processing Fee	NIL
Last date for submission of Bids	26.02.2026
Opening of Technical Bids	26.02.2026,03.00 p.m
Opening of Financial Bids	
Address for submission of bids	Office of the Director, Salar Jung Museum, Hyderabad
Contact Email	salarjungmuseum1951@gmail.com
Contact Phone	91 40 24576443
Website	www.salarjungmuseum.in

1. About Salar Jung Museum

Salar Jung Museum, Hyderabad, is one of India's most iconic museums, renowned for its encyclopaedic and globally significant collections. To remain relevant to contemporary audiences and enhance visitor experience, the museum proposes to reorganise its exhibition spaces and upgrade visitor-facing infrastructure in line with global best practices.

To support this vision, the museum intends to approach corporate houses, PSUs, foundations, and philanthropies for financial support. Proposals are invited from experienced agencies to develop a concise, compelling, and visually engaging pitch document for fund mobilisation. Salar Jung Museum will be providing the research inputs on collection and the design agency to convert the brochure into Salar Jung branding guidelines

2. Purpose of the Assignment

The purpose of this assignment is to create a professional pitch document that:

- Presents a clear and inspiring vision for museum space reorganisation and infrastructure improvement
- Highlights public, cultural, and educational impact
- Enables effective engagement with potential donors and sponsors

3. Scope of Work

The selected agency will:

- Review existing visitor experience, galleries, and public amenities (based on available information and limited site interaction, if required)
- Identify priority areas for improving visitor engagement, accessibility, interpretation, and infrastructure
- Conceptualise outline of key projects/components suitable for corporate funding
- Prepare a donor-oriented pitch document including:
 - Museum profile and vision
 - Need and justification for reorganisation
 - Projects proposed for interventions and expected outcomes
 - Indicative cost packages / sponsorship modules
 - donor value proposition
 - Visibility and recognition opportunities for sponsors

4. Deliverables

- Draft pitch document for review
- Final pitch document (to be converted to design documents by Salar Jung's design agency)

5. Timeline

The assignment shall be completed within 2-3 weeks from the date of award.

6. Eligibility

Agencies should have:

- At least 5 years' experience in museum planning, cultural projects, or heritage communication

- Proven experience in preparing concept notes / pitch documents / white papers for museums, cultural institutions, or public projects
- A multidisciplinary team with museum, design, and communication expertise

7. Proposal Submission

Agencies may submit:

- **Technical Proposal:** Profile, relevant experience (2–3 examples), approach, team, and timeline
- **Financial Proposal:** Lump-sum professional fee (inclusive of all costs and taxes)

8. Selection

Selection will be based on experience, understanding of the museum sector, quality of approach, and overall value offered.

9. General Conditions

- Salar Jung Museum reserves the right to accept or reject any proposal
- All intellectual property related to the final pitch document shall vest with Salar Jung Museum

Information shared during the assignment shall be treated as confidential

- **Salar Jung Museum will provide for travel and accommodation for the team if they need to be present for presentation of the same.**

Sd/-
Director