

Expression of Interest (EOI)

for

**Conducting Maa Kshipra aarti and Malkhamb Performance
at Ghats using advanced technology**



Mela Office, Kothi Road, Ujjain -465010

October 2025

NIT No. USCL/402

Tender ID: 2025_UAD_457782_1

Place: Ujjain, Date: 30/10/2025

Expression of Interest for Conducting Maa Kshipra aarti and Malkhamb Performance at Ghats using advanced technology.

1. Background

Ujjain is one of India's oldest living cities — a sacred, cultural and urban landscape shaped around its ghats, temples, historic streets and living traditions. Nestled on the banks of the sacred River Kshipra, the city is sanctified by the divine presence of *Lord Mahakaleshwar*—one of the twelve Jyotirlingas—and *Moksha Dayini Maa Kshipra*, worshipped since time immemorial for spiritual liberation and divine grace. To integrate heritage with modern technology, **SMTMC (Shri Mahakaleshwar Temple Management committee)** proposes to conceptualize and implement a **Technologically Powered Daily Maa Kshipra Aarti at Gau Ghat**. This initiative aims to fuse devotion, tradition, and innovation through immersive technologies, elevating the spiritual experience for devotees and visitors alike.

2. Objectives

The primary objective of this Expression of Interest (EOI) is to invite concepts, proposals, and interest from experienced and capable agencies for the design, development, and execution of a technologically integrated daily Maa Kshipra Aarti experience.

The envisioned project shall blend artificial intelligence, cultural storytelling, sound and light design, and interactive digital elements while maintaining the spiritual sanctity, aesthetic harmony, and cultural integrity of the sacred ritual.

Integration of traditional Malkhamb performances symbolizing strength, devotion, and discipline within the spiritual narrative.

3. Scope of the Competition

The broad scope of work shall include but not be limited to:

1. Conceptual Design:

Development of a creative concept integrating heritage, spirituality, and modern technology.

Inclusion of visual, audio, and interactive storytelling components aligned with the essence of Maa Kshipra.

2. Technology Integration:

Deployment of immersive and intelligent systems (e.g., AI-based projection mapping, synchronized lighting, holographic or AR/VR features, synchronized soundscapes).

Incorporation of real-time crowd engagement tools and mobile-based participation interfaces.

3. Execution and Operations:

On-site installation of technological and aesthetic components with minimal environmental impact.

Development of protocols for daily operation, maintenance, and synchronization with traditional Aarti rituals.

4. Cultural & Devotional Integrity:

Ensuring authenticity and devotional reverence in all content, aligning with the spiritual ethos of Ujjain and the sacred Kshipra Ghat.

5. Capacity Building & Sustainability:

Training of local operators for long-term sustainability.

Proposals for maintenance, scalability, and integration with other city-level cultural initiatives.

4. Eligibility Criteria (Indicative)

1. Experience in at least one project involving immersive digital or cultural installations or light and sound shows for a heritage, religious, or public site.
2. Proven capability in multimedia design, AI/AR/VR integration, or interactive public experiences.
3. Demonstrated understanding of heritage sensitivity and public engagement in sacred or high-footfall environments.
4. Academic and research institutions
5. NGOs/Organizations with relevant expertise
6. Engineering and technology solution providers.

5. Submission Requirements

Each submission (in English or Hindi) must include:

1. **Cover page:** Project title, lead applicant/organisation name, team members (names, roles, affiliations), contact details (email, phone), and a one-paragraph profile of team/organisation.
2. **Concept note (max 2 pages):** Short description of the idea, objectives, and relevance to Simahastha 2028.
3. **Design submission:** Visuals and supporting material (max 6 pages PDF) including context plan, concepts, one illustrative plan, and 2–3 high-resolution visuals or renderings. If proposing a city-wide strategy, include 2–page implementation roadmap.
4. **Technical note (max 2 pages):** Key materials, sustainability, estimated budget of maintenance/O&M approach and permissions required.
5. **Community engagement (max 1 page):** How stakeholders, local artisans, vendors and temple management will be engaged.
6. **CVs (single page per key member)** and examples of prior relevant work (portfolio links or 3 sample images).

7. **Optional:** Short video (max 3 minutes) or image gallery (zip) to support the concept.

File format & size: Single PDF for written + visuals (A4 portrait, max 12 MB). Additional supporting materials (video, zip) may be uploaded separately (max total 150 MB).

6. Submission Process & Deadlines (Proposed)

- **EOI Issued:** 30 October 2025
- **Registration & Clarifications Deadline:** 13 November 2025
- **Submission Deadline:** 13 November 2025

7. Evaluation Criteria

1. This EOI is intended only to solicit innovative design ideas.
2. Shortlisted applicants may be invited for detailed presentation / pilot demonstration.
3. Final implementation shall be taken up through a separate RFP/tender process in accordance with applicable rules.

1. Terms & Conditions

4. This EOI is for selection and idea solicitation only. Issuing this EOI does not guarantee awarding of a contract.
5. The Issuing Authority reserves the right to accept or reject any or all submissions without assigning any reason, and to modify the schedule.
6. Participants are responsible for verifying site constraints, heritage regulations and temple management permissions for their proposals.

2. Submission Portal & Contact

Submission portal: <https://mptenders.gov.in>

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Administrator

SMTMC (Shri Mahakaleshwar Temple Management committee)