

POLICY FOR PROMOTING HERITAGE, ART & CULTURE AT METRO STATIONS

1.0 Objectives

Delhi Metro Rail Corporation Ltd., being a socially responsible organization accords high priority to promotion of art, culture and heritage at Metro stations. In the pursuance of the same DMRC may facilitate display of exhibits and provide place free of cost. Art works have been displayed at many stations during project and O&M phase notably being: -

- a) Handicraft works at INA by Ministry of Textile
- b) Temple pictures at Akshardham metro station
- c) Photographs at Jor Bagh & Mandi House by India Habitat Centre
- d) Art Works at Janpath by M/s Cottage Industries
- e) Art Works at New Delhi, Shivaji Stadium and Airport stations of Airport Line
- f) Art Works at Race Course by Crafts Museum (Work under progress)
- g) Metro Museum of Patel Chowk

2.0 Location- in paid area only

- In general the art works shall be displayed in the paid areas to ensure security of the works.
- There are many heritage sites near metro stations viz. Qutab Minar, Central Secretariat, Lutyen's Delhi, Chandni Chowk, Chawri Bazar, Kashmere Gate, etc. of Line-2. DMRC will especially promote Line-2 as a heritage line of DMRC.
- The location of the work should not cause any inconvenience to the passengers.
- Wall mounted artworks would be preferred.
- Depending upon the crowd at that station, DMRC may restrict the timing of the display of Artworks.

3.0 Type of Display

3.1 Static

Static Art works may be installed on long term basis at jointly identified locations.

3.2 Short Duration Exhibition

If the agency so desire they may change the art works on short term basis just to display art, culture and heritage without any commercial transaction. If agency levies any charges from their customers, 50% revenue will be shared with DMRC.

Here art works is defined as photographs, paintings, models, sculptures, etc.

4.0 Eligibility

The objective of the organization should be in sync with the objectives of DMRC.

- a) Organization with the following would be given preference: -
 - National or International awardees / repute.
 - Working with Central Govt. or any of the State Govt. on the date of application
- b) The organization should be registered under the Societies Act for at least 3 years.
- c) Should be working in the field of art, culture and heritage in India.
- d) Should be a non-profit making organization.
- e) Should have a certification under section 80-G of Income Tax Act.
- f) Should not have been blacklisted or earned adverse comments from any Government / Regulatory authorities at any point of time.
- g) Should not have any criminal case pending against it or any of its office bearers.

The discretion of DMRC will be final in this matter.

5.0 MOU

The organization will be required to sign an MOU with DMRC for carrying out above activities for a period upto 3 years.

6.0 Indemnity Bond

The eligible organization shall submit an indemnity bond on a stamp paper of appropriate value, duly notarized, indemnifying DMRC completely against any loss, injury, damage caused to metro commuters, DMRC's men, material & property and to their men & material during the installation & campaign period and undertake to bear all cost incurred as a result of such incidence. The format is at Annexure-A which is required to be submitted before the start of the installation work.

7.0 Period of contract

- For static panels

The contract period may be kept upto 3 years for static panels.

- Short Term Exhibition

Short term exhibition may be allowed for a period upto 15 days.

Based on the performance the terms may be extended on mutually agreed basis.

8.0 Installation of Art Works

Before handing over of the sites by DMRC to the organization for the installation of Art Works, photographs of the sites would be taken by DMRC for future reference. The installation of Art Works shall be the responsibility of the organization including safety & security of its men & material. DMRC may facilitate / assist the same. DMRC will be indemnified for any loss or injury to any individual during the installation period.

9.0 Power arrangements

a) Wiring up to the art works

The cost of electricity wiring as per DMRC specifications from Distributed Board to the art works shall be borne by the agency applying for display. DMRC will provide all the specifications for cabling, wiring, civil works, etc. to the organization along with the estimate. DMRC may get the work done on payment basis from the organization or else organization may get it done through DMRC's empanelled Contractors.

b) Fittings and Fixtures

In sync with the DMRC's energy policy, energy efficient LED lights shall be preferred. The lighting should match with the ambience of the station. The specifications of fittings and fixtures should be got approved / provided by DMRC before installation and the same will be provided by the organization.

c) Recurring charges of electricity consumption

The electricity charges are to be borne by the organization displaying the exhibits. The charges will be as per consumption metered or estimated by DMRC.

DMRC's decision will be final in this regard.

10.0 Maintenance of Art Works

Dusting / cleaning work may be done by DMRC. However, the organization will be responsible for regular maintenance and upkeep of the Art Work. In case the art works are not properly maintained, DMRC may terminate the MOU.

11.0 Insurance of Art Works

Organization may decide to insure or have insured any Art Work displayed at the allotted spaces against theft, damage, vandalism, fire etc. DMRC will in no case be responsible for any loss, what so ever, with respect to the art works.

12.0 Security of Art Works

The security cover at the station provided by DMRC will be extended to and also include the security of the allotted spaces. However, for damage / theft, DMRC will neither be held responsible nor DMRC will compensate on that account. Need be the organization may like to arrange additional security on their own.

13.0 Vacation of space

After the expiry or termination of the MOU, the organization shall vacate the allotted spaces within one month's time of expiry / termination of the MOU. The organization will be required to hand over the vacated site to DMRC by restoring the same in its original state.

14.0 Exclusions

The eligible organization will generally not be allowed for the following activities: -

- 14.1 Advertising.
- 14.2 Audio system
- 14.3 Religious messages.
- 14.4 Use of Inflammable material.
- 14.5 Anything prohibited by law of land.
- 14.6 Election Campaign

Therefore, the proposal for exhibition will be approved by DMRC.

15.0 Validity

The policy shall remain valid until and unless expressly withdrawn by DMRC.

16.0 Charges

The decision to charge rental / lease will entirely be of DMRC and will be binding on the agency. The charges, tax, etc. if levied by the Government / State authorities in any case will be borne by the agency.

For any further information or queries please contact:

Sr. Dy. General Manager/Operations/Co-ordination

2nd Floor, B Wing,

Metro Bhawan, Barakhamba Road,

New Delhi- 110001

EPABX : 011-23417910, Extension -534774

Email : abnandan@dmrc.org

INDEMNITY BOND
[ON STAMP PAPER OF APPROPRIATE VALUE]

I, [Name of the Official], [Designation], [Organization] having Registered Office at _____ have been authorized by Delhi Metro Rail Corporation Ltd. to display Art Works at _____ [name of metro stations] for a period of _____ days from _____ to _____. I hereby indemnify Delhi Metro Rail Corporation Ltd., its Representatives and Officials completely against any loss, injury, damage caused to metro commuters, DMRC's men, material & property and to our men & material as well during the said period for display of Art Works and undertake to bear all cost incurred as a result of such incidence.

Signature _____

Name _____

Designation _____