

EXPRESSION OF INTEREST (EOI)

Engagement of Content Development Experts

Yuge Yugeen Bharat Museum (YYBM), New Delhi

Ministry of Culture, Government of India

The Ministry of Culture, Government of India, invites Expressions of Interest (EOI) from eligible professionals for engagement as Content Development Experts for the Yuge Yugeen Bharat Museum (YYBM), New Delhi, a flagship national initiative.

1. Positions for Engagement

- Content Director
- Associate Content Director
- Content Researchers
- Young Museum Professionals

2. Eligibility

Eligibility criteria and other relevant details are available on the Ministry of Culture website www.culture.gov.in.

3. Submission of Applications

Interested candidates may submit applications in the prescribed format.

Email to: yybm-culture@gov.in

Last Date for Submission: 19th June 2026, 3 P.M.

Detailed EOI: www.culture.gov.in

4. Important Note

The Ministry reserves the right to accept or reject any application / expression of interest without assigning any reason, as per applicable norms.

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1. Introduction

The Ministry of Culture, Government of India, invites Expressions of Interest (EOI) from eligible and experienced professionals for contractual engagement as domain experts for content development for the Yuge Yugeen Bharat Museum (YYBM), New Delhi.

2. Background

The Yuge Yugeen Bharat Museum is being developed and envisaged as an institution narrating the civilizational journey of Bharat through its diverse histories, philosophies, material cultures, and intellectual traditions.

The Museum will emerge through adaptive reuse of North and South Blocks located at Raisina hills, New Delhi and will function as a space for public engagement, cultural interpretation, and knowledge dissemination.

3. Objective of EOI

The objective of this EOI is to:

- Identify and engage qualified individual experts
- Enable engagement of experts on assignment basis for various components of the Museum like for research, narrative development, and content creation

4. Scope of Engagement

The professionals shall contribute to research-based content development and collection analysis services for the Museum.

The tentative minimum number of galleries is **30**, of varying scales including indoor, outdoor, and courtyard spaces.

A. Overall Vision

- Developing the overarching mission and narrative of the museum
- Defining thematic frameworks and visitor journey
- Ensuring coherence and alignment with museological standards

B. Research

- Conducting theme-based and collection-based research
- Preparing research dossiers with academic rigour
- Undertaking archival and field-based research

C. Collection Identification

- Identifying and recommending objects
- Preparing gallery-wise object lists and interpretive frameworks

D. Content Development

- Developing gallery narratives, labels, panels, and scripts
- Creating content for multimedia, AV/AR/VR formats
- Ensuring accessibility and multilingual outputs

E. Coordination

- Coordinating with institutions, experts, and stakeholders
- Working with design and execution teams
- Participating in reviews and consultations

5. Positions

- Content Director
- Associate Content Director
- Content Researchers
- Young Museum Professionals

6. Nature of Engagement

- Engagement shall be on contractual and assignment basis in individual capacity
- Experts may be deployed based on requirement
- Detailed Terms of Reference (ToR) shall be provided at the time of engagement

7. Project Duration & Approach

- Project duration: **36 months or until completion**, whichever is later
- Work shall be executed in parallel across multiple galleries and phases
- Deliverables shall undergo multi-stage review and approval

8. Eligibility Criteria

Applicants must meet the prescribed qualifications and experience requirements.

Broadly, applicants should demonstrate:

- Relevant academic qualifications in the specified domain
- Experience in research, museum practice, cultural content development, or allied fields

- Demonstrated record of published research in reputed peer-reviewed journals and/or recognised scholarly publications
- Experience in multidisciplinary and large-scale projects involving research, interpretation, and content development
- For Position-wise Eligibility & Remuneration Structure refer **ANNEXURE- 1**

9. Selection Process

- Applications shall be evaluated by a Screening Committee
- Shortlisting shall be based on qualifications, experience, and published work
- Shortlisted candidates shall be called for interaction/presentation
- The decision of the competent authority, Ministry of Culture shall be final

10. General Conditions

- Mere short-listing shall not confer any right to engagement
- Engagement shall be requirement-based
- Relaxation in age/qualification may be granted in exceptional cases
- The Ministry of Culture's decision shall be final and binding

11. Validity of Engagement

The engagement shall remain valid for a period of **36 Months** extendable at the discretion of the Ministry of Culture, upon satisfactory delivery of the work.

12. Submission of EOI

Applicants shall submit:

- Curriculum Vitae
- Statement of Purpose
- Samples of published work
- Copies of qualifications and experience certificates
- List of publications
- Self-declaration of non-blacklisting and conflict of interest

Submission Mode: Online through email: yybm-culture@gov.in

Last Date: 19th June 2026, 3 P.M.

Date of Interaction/presentation shall be notified to the shortlisted candidates only

13. Confidentiality & Non-Disclosure

All information and materials shall be treated as confidential and shall not be disclosed without prior approval. A Non-Disclosure Undertaking may be required.

14. Intellectual Property Rights

All outputs developed shall be the exclusive Intellectual property of the Ministry of Culture.

15. Conflict of Interest

Applicants must declare absence of conflict of interest and confirm that they are not blacklisted/debarred.

16. Right to Accept / Reject

The Ministry reserves the right to accept or reject any application and modify or cancel the EOI without assigning any reason.

ANNEXURE-I

Position-wise Eligibility & Remuneration Structure

S. No.	Position	Eligibility*	Desirable Qualification	Experience	Key Competencies	Key Responsibilities	Remuneration (₹)	Upper Age Limit*	No. of Positions
1	Content Director	<ul style="list-style-type: none">•M.A. in History of Art/ History, Archaeology, or related discipline with Ph.D. in relevant discipline•Demonstrated record of published research in reputed peer-reviewed	Demonstrated experience of working on national/ international projects, collaborations, or institutions in the relevant field.	Minimum 15 years in teaching, research, curation	<ul style="list-style-type: none">• Exceptional writing, editing, and narrative-building skills• Strong editorial and quality control ability• Excellent communication	<ul style="list-style-type: none">• Overall research and content strategy• All content outputs (scripts, panels, AV, digital media)• Editorial direction & integration with design and spatial	(Negotiable)	60 years (relaxable)	01

		journals and/or recognised scholarly publications.			(English & Hindi) <ul style="list-style-type: none"> • Stakeholder engagement (scholars, institutions, communities) • Experience in museums/exhibitions /immersive projects • Exposure to design & spatial storytelling • Recognised research/curation contributions 	storytelling <ul style="list-style-type: none"> • Consistency and quality across galleries and identify narrative gaps and overlaps • Engage with experts and institutions for consultations and obtain necessary approvals. 			
2	Associate Content Director	<ul style="list-style-type: none"> •M.A. in History of Art / Archaeology / Museology or relevant discipline •Demonstrated record of published 	Demonstrated experience of working on national/ international projects,	Minimum 4–5 years experience in research/teaching/edi	<ul style="list-style-type: none"> • Strong collaborative ability • Excellent writing & communication skills • Knowledge of 	<ul style="list-style-type: none"> • Lead multidisciplinary research (art history, archaeology, museology, manuscripts) 	(Negotiable)	45 years (relaxable)	02

		research in reputed peer-reviewed journals and/or recognised scholarly publications (desirable)	collaborations, or institutions in the relevant field.	torial/curatorial roles	visual storytelling <ul style="list-style-type: none"> • Ability to integrate multidisciplinary perspectives • Knowledge of Sanskrit/Pali/Prakrit/Arabic/Persian (desirable) 	<ul style="list-style-type: none"> • Develop thematic narratives for galleries • Critically evaluate and synthesise sources • Support exhibition planning • Assist in object selection & contextualisation • Develop interpretive content aligned with curatorial vision 			
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3	Content Researchers	M.A. in History of Art / Archaeology / Museology / Palaeography / Epigraphy & Numismatics	<ul style="list-style-type: none"> •Ph.D. in relevant discipline Degree in Sanskrit / Persian/ Arabic/ Pali etc •Demonstrated record of published research in reputed peer-reviewed journals and/or recognised scholarly publications. 	Minimum 3 years in research/editorial/curatorial/content roles	<p>Excellent writing & communication skills</p> <ul style="list-style-type: none"> • Familiarity with art historical interpretation • Ability to synthesise diverse research inputs • Experience in relevant domains (archaeology, manuscripts, textiles, art, etc.) <p>Knowledge of quantitative and qualitative research methodologies</p> <p>Strong teamwork in multidisciplinary settings</p>	<ul style="list-style-type: none"> • Conduct independent research across domains • Synthesize and structure research outputs • Contribute to thematic frameworks • Support exhibition content development 	(Negotiable)	35 years (relaxable)	07
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4	Young Museum Professionals	M.A/ Ph. D in History of Art/Archaeology/ Museology/History Palaeography, Epigraphy and Numismatics/ Sanskrit/ Persian/ Tamil or related discipline	Dissertation related to heritage disciplines Internship experience	Minimum 1 year in Museums/ Art galleries/ Exhibitions	Research writing and support in creation of dossiers Object analysis Documentation Writing of media briefs etc	<ul style="list-style-type: none"> • Assist the coreteam in research, data analysis, and programme implementation 	Negotiable	30 years (relaxable)	05
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***The upper age limit and eligibility criteria may be relaxed at the discretion of the Screening Committee in exceptional cases where the candidate is found to be eminently suitable for the role**

****MOC will inform only the shortlisted candidates regarding the next stage of selection process.**