

Terms of Reference

1. Background:

The Department of Culture & Dzongkha Development (DCDD, Ministry of Home Affairs, MoHA, Royal Government of Bhutan (RGoB) oversees and operates cultural institutions amongst others namely the National Museum of Bhutan, Paro, Royal Heritage Museum, Trongsa. These institutions aim to preserve and promote Bhutan's rich cultural heritage.

As a part of our commitment to community engagement, resource optimization and revenue generation to ensure the financial sustainability of cultural organizations. DCDD is seeking private entities or Civil Society Organizations (CSO's) for leasing of souvenir shops within the cultural institutions.

2. Objectives:

The primary objectives of leasing souvenir shops are as follows:

- Enhance revenue streams.
- Foster stronger connections with the community.
- Efficiently manage and enhance the utilization of existing resources.
- Enrich the cultural experience for visitors by providing related amenities.

3. Scope of Work:

The selected entity (hereinafter referred to as 'Vendor) will enter into a lease agreement with DCDD for the operation and management of the souvenir shops located within the premises of the National Museum of Bhutan, Paro; Royal Heritage Museum, Trongsa.

Duration of the Lease:

The lease term will be for a period of one year, with the possibility of renewal based on mutual agreement.

4. Responsibilities of the Vendor:

- a. Assume responsibility for the daily operations of the souvenir shop.
- b. Curate the product selection aligned with the mission and exhibits of the cultural institution.
- c. Maintain the cleanliness and aesthetics of the shop premises.
- d. Provide excellent customer service to visitors.
- e. Adhere to all relevant laws, regulations and guidelines.

5. Location:

The Souvenir shops will be located within the existing premises of the respective cultural organizations to ensure convenient access for visitors.

6. Lease Agreement:

- a. The lease agreement will be developed after identification and discussions with the selected Vendor.
- b. The rental charges shall base on the highest quoted bidder.
- c. A deposit amounting to two months of the rental amount will be deposited as security deposit prior to the execution of the lease.

7. Selection Criteria:

The selection of the vendor will be based upon:

- a. Experience in operating retail businesses, especially in cultural or heritage settings.
- b. Ability to align product selection with the cultural institution's mission and exhibits. Royalty will apply for the use of artifacts in the product development.
- c. Financial capability to meet the terms of the lease agreement.
- d. Proposed business plan and strategy for the souvenir shop.
- e. Sale of departmentally executed products.

8. Proposal submission:

Interested entities invited to submit their proposals by 30th April 2026. Proposals should include details on relevant experience, business plan and financial capability.

9. Evaluation process:

Proposals will be evaluated by a designated committee based on the selection criteria. Shortlisted entities may be invited for further discussions.

10. Contact Information:

For further enquires, please contact

Mr. Pema Gyalpo

Head

National Museum of Bhutan, Paro

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Mr. Sangay Tashi

Head

Royal Heritage Museum, Trongsa

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*Proposals may be submitted to the respective Museum Heads' email addresses, with a copy to museum@moha.gov.bt

Note: DCDD reserves the right to accept or reject any proposal and is not bound to provide any reason for the decision.