

GOVERNMENT OF INDIA
MINISTRY OF CULTURE
RAJYA SABHA
UNSTARRED QUESTION NO-2112
ANSWERED ON 07/08/2025

TOURIST FOOTFALL AND VACANCIES AT VICTORIA MEMORIAL

2112. SHRI SAMIK BHATTACHARYA:

Will the Minister of CULTURE be pleased to state:

- (a) number of visitors and ticket sales at Victoria Memorial Hall and Victoria Memorial Garden over the last five years, with a breakdown of foreign visitor numbers;
- (b) reasons why annual visitor count at Victoria Memorial has remained stagnant at approximately 36 lakh from 2017-18 to 2023-24;
- (c) measures taken to increase visitor footfall at Victoria Memorial, including promotional campaigns and infrastructural improvements;
- (d) total number of sanctioned posts and vacancies at Victoria Memorial, with details of vacant posts across various categories; and
- (e) reasons why Government has not granted permission to fill these vacancies and whether any steps are being taken to expedite recruitment?

ANSWER

THE MINISTER OF CULTURE & TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

- (a): Details of number of visitors and ticket sales at Victoria Memorial Hall and Victoria Memorial Garden over the last five years, with a breakdown of foreign visitor numbers are attached at Annexure.
- (b): The apparent stagnancy in visitor footfall at Victoria Memorial Hall (VMH), Kolkata, particularly when viewed across the span from 2017-18 to 2023-24, must be understood in the context of the significant disruption caused by the COVID-19 pandemic. During FY 2020-21 and 2021-22, VMH—like most cultural institutions across the world—witnessed a sharp decline in visitor numbers owing to prolonged closures, travel restrictions, and public health concerns. Even in the immediate post-pandemic period, recovery was gradual, with visitor confidence and mobility returning in phases. However, a closer look at the visitor data indicates that footfall has been on a consistent upward trajectory since the reopening of the institution. From approximately 14.6 lakh visitors in 2021-22, the number increased to 34.5 lakh in 2022-23 and further to over 36 lakh in 2023-24, indicating a significant and sustained recovery in public engagement.

(c): To augment visitor numbers, VMH has undertaken a range of measures, including:

- Strengthening its digital outreach through active engagement on social media platforms and influencer collaborations;
- Upgrading its website to provide accessible and visitor-centric information;
- Organizing regular cultural festivals, temporary exhibitions, and educational activities;
- Enhancing student engagement through institutional outreach;
- Improving visitor amenities and accessibility infrastructure.

(d)&(e): Details are as under:

(a)

Total no. of sanctioned post	Vacant posts		
175	Group A	Group B	Group C
	7	11	107

There have been no instructions from the Ministry for not filling up the vacancies in VMH, Kolkata. While the revision of Recruitment Rules in respect of Victoria Memorial Hall (VMH), Kolkata is underway, the institution has already been advised to continue making recruitments as per the existing Recruitment Rules and extant Government guidelines.

Annexure

**ANNEXURE REFERRED TO IN REPLY TO PART (A) OF RAJYA SABHA UNSTARRED
QUESTION NO. 2112 FOR 07.08.2025**

The details of number of visitors and ticket sales at Victoria Memorial Hall and Victoria Memorial Garden, with a breakdown of foreign visitor numbers, for the past 5 Financial Years

F.Y.	Museum and Garden: Indian visitors		Museum: Foreign visitors	Light and sound show visitors	Free Visitors	Total
	Garden	Museum				
2020-21	4,49,948	3,72,699	229	-	119	8,22,995
2021-22	4,40,001	10,13,765	1,705	7,613	349	14,63,433
2022-23	9,63,773	24,24,756	45,600	9,521	9,744	34,53,394
2023-24	8,88,774	25,25,242	77,305	35,599	83,261	36,10,181
2024-25	8,92,587	21,22,390	60,461	29,862	50,631	31,55,931

The details of ticket sales at Victoria Memorial Hall and Victoria Memorial Garden, for the past 5 Financial Years

F.Y.	Ticket sales (Rs. in Crore)			
	Garden	Museum		Total
		Indian	Foreign	
2020-21	1.01	1.1138	0.0062	2.13
2021-22	1.09	3.04	0.04	4.17
2022-23	2.13	7.28	0.87	10.28
2023-24	2.61	9.00	1.49	13.10
2024-25	3.16	10.61	1.39	15.16
