

**GOVERNMENT OF INDIA  
MINISTRY OF CULTURE**

**LOK SABHA**

**UNSTARRED QUESTION No. 3301  
TO BE ANSWERED ON 9<sup>th</sup> December, 2019**

**“DEVELOPMENT OF MUSEUMS”**

**3301. SHRI GAUTAM GAMBHIR:**

Will the Minister of **CULTURE** be pleased to state:

- (a) whether the Government is working on any plan to revamp existing Museums and for setting up of new Museums;
- (b) if so, the details thereof;
- (c) whether the Government is considering digitizing artefacts in Museums;
- (d) if so, the details thereof;
- (e) whether a new post of CEO, Development of Museums and Cultural Spaces has been created; and
- (f) if so, the details of the responsibilities assigned?

**ANSWER**

**MINISTER OF STATE (IC) FOR CULTURE & TOURISM**

**(SHRI PRAHLAD SINGH PATEL)**

- (a) to (b) Yes, Sir. Ministry of Culture issued a list of deliverables to the museums under the administrative control of Ministry of Culture and asked them to take stock, adopt and execute these deliverables to improve /uplift the museums to bring them at par with international best Museums. Details are at **Annexure-I**.

There is no proposal for setting up of new national level Museums. However, Ministry of Culture operates a Museum Grant Scheme under which financial assistance is provided to State Governments and Societies, Autonomous bodies, Local Bodies and Trusts registered under the Societies Act for setting up of new Museums. The guidelines of the Museum Grant Scheme are available on the website of the Ministry at [www.indiaculture.gov.in](http://www.indiaculture.gov.in).

- (c) to (d) Yes, Sir. Ministry of Culture entered into an MOU with C-DAC, Pune for developing a software named as JATAN for creating an online digital repository of museum collections and developing a national portal <http://museumsofindia.gov.in>, for all the museums under the administrative control of Ministry of Culture. Digitization and updating on the portal is a continuous process. Till now 2,43,628 art objects of 10 museums under Ministry of Culture have been digitized through Jatan software.

Besides, Ministry of Culture operates Museum Grant Scheme, under which financial assistance is provided for digitization of art objects in the museums across the country for making their images/catalogues available over the website <http://museumsfindia.gov.in>. Details of State/UT-wise financial assistance provided till date for digitization of museum collection is at **Annexure-II**.

(e) to (f) Yes, Sir. The Appointments Committee of Cabinet vide its order dated 09.09.2019 has temporarily upgraded the post of Director General, National Museum to Apex Scale for a period of three years, as a special case, re-designating the post as Chief Executive Officer, Development of Museums and Cultural Spaces (CEO-DMCS). The CEO-DMCS shall exercise the powers of Secretary to Government of India for the following subjects:

- (a) National Museum Institute of History of Art, Conservation and Museology, New Delhi.
- (b) Nehru Memorial Museum and Library, New Delhi
- (c) All subjects dealing with museums listed in entry number 12 under Ministry of Culture, Schedule II, of the Allocation of Business Rules (National Museum, New Delhi; Indian Museum, Kolkata, Salar Jung Museum, Hyderabad; Allahabad Museum, Allahabad; National Gallery of Modern Art, New Delhi, Mumbai and Bangalore; Victoria Memorial Hall, Kolkata; Indira Gandhi Rashtriya Manav Sangrahalaya, Bhopal; National Council of Science Museum, Kolkata; Museum of Gems and Jewellery; General Development of Museums.
- (d) Indira Gandhi National Centre for Arts.

He shall also discharge the duties of Director General of the National Museum and Vice Chancellor of National Museum Institute.

**REFERRED IN PART (a) TO (b) OF LOK SABHA UNSTARRED QUESTION NO. 3301 FOR 9.12.2019 REGARDING “DEVELOPMENT OF MUSEEUMS”.**

**IMPROVEMENT OF MUSEUMS**

**Objectives/deliverables**

**1. Management of Museum Space:**

- 1.1 At least 75% of the total carpet area should be used as Public Area and rest carpet area should be used as Non-Public Area. International Standards for Public and Non-Public Area is as below:

	PUBLIC AREA		NON-PUBLIC AREA	
	Display Area (includes permanent and temporary display/Exhibition/ Galleries)	Public Facilities Area (include lobby, shop, library, cafe, toilets, cloakrooms, theatre/auditorium etc.)	Storage Area (includes collection storage, shipping & receiving area etc.)	Offices Area (Offices, conservation space, exhibition installation workrooms, security stations, staff washrooms etc.)
	(A)	(B)	(C)	(D)
Space distribution as per International Standards	40	20	20	20

- 1.2 Existing space should be rearranged or constructed new space (if needed) to accommodate more display space and less administrative space. Public space (i.e. display & facilities) should be in front of the building while non-public space (i.e. storage & offices) should be in the back-end of the Museum’s building.
- 1.3 There should be logical allocation of space ratio among aforesaid four categories(i.e. Display, Storage, Public facilities and Offices) on the basis of international standards and total available collection different time period wise & category wise in the Museum.
- 1.4 There should be fixed allocation of space for permanent and temporary exhibitions/galleries. Space allocated for temporary exhibitions should not be more than 5% of the total display area.
- 1.5 Percentage of objects to be displayed and kept in storage to be broadly fixed and accordingly space requirement to display objects to be worked out by the Museum.
- 1.6 Museum should develop adequate visible storage facility with atmospheric control such as heat, temperature, humidity, dust, light & pest etc. along with fire fighting in the Storage Area and Display area as well.

## **2. Display of Artefacts :**

- 2.1 At least 10% of total objects should be available in display while rest of total object should be kept in proper storage.
- 2.2 Museums must rotate their objects in display frequently. Rotation of 10% display objects in each quarter wherever possible depending on size, type etc. of the objects. The objects like paintings, small sculptures etc. may be rotated fast whereas rotation of big sculpture is not possible.
- 2.3 Museum should identify its masterpieces and all these should be displayed prominently by using magnifier, focus light, 360 degree orientation so that it would be centre of attraction in the Galleries. Description of masterpieces should be provided in the leaflet of the Museum.
- 2.4 Museum should categorise its entire collection broadly on the basis of types of collection (like Archaeology, Ethnography, Textiles, Paintings etc.) and different periods of history. All types of collections should be displayed in the permanent Exhibitions/Galleries for bringing more variety in the display.
- 2.5 Museum should organize temporary exhibitions in collaboration with International and other National Museums regularly. For such exhibitions, objects may be arranged from store collections and/or loaning of objects from other Museums.
- 2.6 Introducing new technologies in display to :
  - (a) Make the collections accessible, explorable and enjoyable not just those who visit the museums, but to everyone so it becomes the private museums of the whole world---Museum of the Citizen (Mobil apps and e Museum etc.)
  - (b) Allow new ways such as interactions, experiential and explorations of visiting the galleries/exhibits for transmitting information about the collections and to engage visitors with the objects.
- 2.7 To facilitate visitors in getting take away message and with a spark to learn more about Galleries /Exhibits, Museum should use more new technologies and modern display techniques in presenting the interpretation of museum objects. Structured information about the displays / exhibits should be presented.
- 2.8 Museum shall identify surplus items which could be shared with other museums for display purposes.
- 2.9 Ensure good quality spot lighting with auto-switch, power saving and heat control etc. on displayed objects.
- 2.10 The light colour should generally be used for painting walls of the display rooms and flooring so that look & focus prominently display.
- 2.11 Display standards and norms for gallery text, interpretation, lighting, showcases, signage, orientations, labelling, marking, display room wall colour etc. should be followed.
- 2.12 Display of artefacts in the open area of the museums to the maximum extent. Railing of outer boundary wall should be reconstructed in a way that it would not hamper the visibility of artefacts displayed in the open area of the museum.
- 2.13 A world-class upkeep & cleaning of the space including display objects should be carried out by the Museum. Mechanized cleaning including chemical should be used to cover every nook and cranny including ceiling (except heritage building where it is not allowed).
- 2.14 QR code/RFID tag/labels on objects should be display in a way that it would not hamper the display of objects.

## **3 Collection Management Software (CMS)**

- 3.1 All Museums should have IT based collection management system (CMS) to record and retrieve documented information easily about its collection. CMS should have features such as acquisitions, accessioning, inventory control, exhibition management, conservation management, cataloguing, management of movement & locations, loaning & borrowing management, dispatch/shipping/transport of objects, de-accessioning/disposal etc.
- 3.2 Data entries of the objects in the CMS should be in the standard format. The query based search features should also be available in CMS.
- 3.3 Architecture of the CMS should be flexible and dynamic in nature and have secure access.
- 3.4 The record of digital collections should safely be stored and backup should be taken and stored periodically.
- 3.5 The digital collection should be presented to the public in a ways that it meet accessibility standards and are compatible to adaptive technology.
- 3.6 Museums should have a professional quality digital photograph [at least four images of at least 300 dpi and short video with photos of masterpieces]of its entire collections (3D images and 360 degree view)which should be uploaded /available along with its metadata, descriptions in CMS and also available on online website for public viewing.
- 3.7 The details of all artefacts of the Museums should be available in the accession register in the standard format. The latest IT tools /platforms may be used to keep digital and electronic form of accession register. The accession register should be archival quality and should be kept at secure and another location.
- 3.8 The artefacts should be physically verified along with their conservation, preservation and restoration status periodically in accordance of global standard. After verification, the objects which need treatment may be carried out as per global best practices/standard. Before and after photograph of objects should be saved.
- 3.9 CMS should also have a feature for managing QR code/ RFID tag for security and safety of the objects. No separate IT system for RFID tagging should be used.

#### **4. Value addition to the Museums**

- 4.1 Museums should update their website as dynamic website in the nature of virtual museum and should show user friendly 360 view of its galleries /exhibitions (viz. e Museum). To introduce Mobile apps based application where detailed information of all exhibits /Galleries may be made available in the Mobile apps also apart from Museum's website. The information in the app may be structured in different tiers such as Basic Information, Intermediate Information and Advanced Information.
- 4.2 Museum shall make available their entire publications, research papers, etc. and would make them available online to the public through their website and shall use optimization techniques to make their publications/research papers etc. on top while searching on Google. (access from anywhere to anyone). Introduce Museum related activities cum technical research blog.
- 4.3 Install interactive hands-on mask making kiosks for children and LCD's with running films.
- 4.4 Introduce latest technology such as 3-D holographic projections, simulated images, virtual reality and augmented reality wherever feasible.
- 4.5 To Upgrade and modernize existing conservation labs and set up new laboratories for authentication & provenance and preventative conservations.
- 4.6 Museums should do preferably light illuminations on the Museum's building for night viewing.
- 4.7 Museums should organize light & sound shows, projection mapping etc. depicting the history and cultural traditions of the city of their location.

- 4.8 To setup interactive /experiential /exploration children centre which would enable to disseminate knowledge about rich culture heritage by using latest technologies.
- 4.9 Museum should arrange regular social gatherings like conference, workshop, special conducted tours, films screening, research publication for disseminating knowledge/education to groups and should also earmarked separate space for such activities.
- 4.10 Museum should have a calendar of events for every months and it should be displayed /advertised prominently including on its website.
- 4.11 Have separate conducted tours for all categories of populace. They may notall be interested in seeing the entire museum. Create something for everyone.

## **5. Visitor facilities**

- 5.1 Arrangement of comfortable benches, resting places, nooks/seating corners, drinking water & clean toilet facilities for visitors.
- 5.2 Have shops in museum premises for (i) selling cultural staff (ii) cafeterias and vending machines for catering different types of foods need. These facilities may be worked out on outsourced model.
- 5.3 Museums should introduce guided tours (both paid and free) and Audio tour as well. Museums may engage enthusiastic volunteers as museum's assistant for guided tour. To begin with, twice a day guided tour (in English & Hindi) may be introduced and one regional language guided tour may also be added later on.
- 5.4 Have well dressed and polite museum assistants/guides and cafeteria staff.
- 5.5 Museums should have a photography counter, free Wi-Fi facilities and interaction area for public.
- 5.6 All public areas should be accessible by all including differently abled citizens (ramp, lift etc.).
- 5.7 Introduce online/ e-ticketing facilities for visitors.

## **6. Standard security and fire fighting**

- 6.1 Museum should install fire-fighting devices/techniques and to undertake regular trials.
- 6.2 Museum should maintain friendly, terror/stress free atmosphere in the galleries.
- 6.3 Museum should sensitize security personnel and should have lots of CCTV cameras and alarms in the museum premises. RFID tagging/QR code etc. should also be introduced to enhance security of artefacts/objects.

## **7. Outreach Activities**

- 7.1 Museum should give focus on its memberships and should design various categories of memberships for catering different types of people.
- 7.2 Museum should organize regular dance / music performances in grounds / auditorium.
- 7.3 Make museum visiting an entire day's experience with competitions and other events. Therefore, all museums should design an experience for visitors which would include visit to the exhibitions, participation in Hands-on workshops /Design studios, live demonstrations, audio-visual shows, cafeteria, gift stores, resting areas, children spaces, interpretation centres, audio-guides / interactive devices for accessing information and other visitor amenities.
- 7.4 Have separate entertainment spaces in Museums with indoor games facilities Table-tennis, Pool Bowling alleys etc.

- 7.5 The social entertainment spaces in museums may be open late till 8:00 PM especially on weekends.
- 7.6 Museums can prepare small exhibitions on various themes and take them to schools for the duration of 7-10 days per school.
- 7.7 Museums may work out a plan to bring underprivileged children to the Museum so that these children may also get an opportunity to gain the knowledge relating to the Indian History, Culture and Science. Mobile exhibitions may also be introduced to cover underprivileged sections of the society (rural, slum and far flung area).

## **8. Marketing**

- 8.1 Bill-board advertisements of events in Airports and other areas even in nearby malls /shopping centres, metro stations.
- 8.2 Each museum may promote their USP / activities.
- 8.3 New and exciting merchandise in shops like ties, cuff-links, T-shirts, key chains, jewellery, replicas, prints, postcards, albums etc. Tie up with vendors for this work.
- 8.4 Approach corporate to popularize museum culture through gifts.
- 8.5 Museums are not being marketed properly-strong social presence needs to be developed by them, links with tour operators, monthly advertisements of museum activities in electronic media and newspapers, development of members/museums friends needs to be taken up.
- 8.6 Celebrate regularly "World Days", "State Functions" and "Special Events".
- 8.7 More exhibitions will also help in bringing about an increase in the number of visitors, even if these are ticketed.
- 8.8 Attract corporate sponsors with special exhibitions for their clients.

## **9. Capacity Building**

- 9.1 Organise HRD training & expose personnel to international standards.
- 9.2 Encourage courses and exchanges of best practices, through visits. Facilitate studies, researches to bring out better publications.
- 9.3 Utilize visiting fellows to unravel treasures within museums. Publish world-class books & catalogues through the best available.
- 9.4 Collaborate with national and international institutions to enhance their capacity. Engage specialized professionals on contract/tenure basis formulation.
- 9.5 Short training and certificate courses may also be run by the NMI.
- 9.6 In-service training courses for mid career up-gradation of Museum professionals may also be run by the NMI.
- 9.7 NMI may develop mechanism (like Whatsapp/Facebook group etc.) for sharing knowledge /information among curators/fellow (who are going to attend international fellowship programme of the MOC) on modern practices so as to improve outcome of galleries/exhibitions. These fellows may act as trainer for other for which NMI may arrange workshop /seminar where these fellows may be called up to share their knowledge /experience with other Museum professions.

\*\*\*\*\*

**REFERRED IN PART (c) TO (d) OF LOK SABHA UNSTARRED QUESTION NO. 3301 FOR 9.12.2019 REGARDING “DEVELOPMENT OF MUSEEUMS”.**

**The State-wise list of disbursal of funds for “Digitization of Museum Collections” under the Museum Grant Scheme, State-wise.**

S. no.	State	Name of Organization	(Rs. in lakhs)				
			FY: 2014-15	FY: 2015-16	FY: 2016-17	FY: 2017-18	FY: 2018-19
1.	Rajasthan	Government of Rajasthan for 16 District museum, Rajasthan	28.00	-	-	-	-
2.	Haryana	Centre for Art & Archaeology, 22, Sector-32, Institutional Area, Gurgaon,	-	-	12.50	-	12.50
3.	Maharashtra	Symbiosis Society' Dr. Babasaheb Ambedkar Museum & Memorial Pune	-	4.5944	-	4.5944	-