

**Memorandum of Understanding between Ministry of Culture, Government of India and Allahabad Museum, New Delhi for the year 2015-16**

1. This agreement made on 19<sup>th</sup> March, 2015 between Ministry of Culture, Govt. of India, represented by Director, Museums Division, on the one part and Director, Allahabad Museum on the other part, lays down the responsibilities, performance indicators and targets duly agreed by both parties, with an objective to achieve organization goals by the Allahabad Museum through optimal use of available funds and to ensure proper functioning of the Allahabad Museum.

2. Allahabad Museum, fully-funded by the Ministry of Culture, Government of India, was established in the year 1931. It was declared as an Institution of National Importance by the Government of India in 1985. The Museum is managed by the Allahabad Museum Society and its various Committees. The main objectives of Allahabad Museum Society are as follows:

- i) To organize, undertake, conduct, encourage and promote study and research in the field of museum development.
- ii) To acquire, maintain and preserve art objects.
- iii) To collaborate with institutions/organizations engaged in similar activities in India and abroad with a view to furthering the aims and objects of the Institution.
- iv) To organize lectures, seminars and conferences in India and abroad to acquaint the young growing generation with the rich cultural heritage of the country.
- v) To undertake all such activities as are incidentally necessary or conducive to the attainment of all or any of the museum activities.

3. Allahabad Museum in consultation with the Ministry of Culture, has identified 4 key objectives that it will need to deliver substantially in the next three years to improve its status and to ensure the furtherance of the objectives of Allahabad Museum:

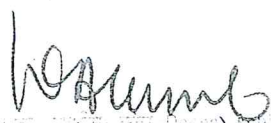
- (i) Review of Recruitment Rules for all posts and filling up of all vacant posts in the Museum.
- (ii) Constantly increasing public outreach of the Museum through various programmes of community involvement for increasing the footfalls in the Museum.

- (iii) Preparation and implementation of a comprehensive and holistic museum development and upgradation plan based on a long term vision of next 10-15 years.
- (iv) Improvement of existing storage areas along with development of new storage areas and systems.

4. **Financial Allocations:** Under the annual plan 2015-16, Allahabad Museum has been provided a budgetary provision of Rs. 4.0 crore under Plan and Rs. 4.70 crore under Non-Plan head. The above funds will be used by Allahabad Museum for achieving measurable improvement in service delivery with reference to the key performance indicators included in Annexure I, and to attain the targets included in Annexure II, of this Memorandum of Understanding.

5. **Performance and Monitoring:** Allahabad Museum will provide Ministry of Culture, Government of India quarterly reports in respect of the achievements on the targets set out in Annexure II of this agreement. The progress achieved will be monitored in a joint meeting six months into the financial year and at such other intervals as may be decided by Ministry of Culture. The fund allocation under Plan for Allahabad Museum in future years will be largely dependant on the achievement of the targets as laid down by this agreement.

Signed on behalf of Ministry of  
Culture, Government of India

  
Director (Museums)

Date: 19<sup>th</sup> March 2015

Place: New Delhi

Signed on behalf of Allahabad Museum

  
Director  
Allahabad Museum  
Allahabad

KEY PERFORMANCE INDICATORS FOR ALLAHABAD MUSEUM 2015-2016

Administrative Matters

1. Revision of Recruitment Rules of various posts in the Museum
2. Filling up of vacancies
3. Timely submission of Annual Reports & Audited Accounts
4. Training of staff and development of HRD Policy.
5. Budget utilization as per quarterly targets.
6. Timely submission of budget estimates, Annual Action Plan, monthly and other periodic reports on Audit paras, pending assurances etc to the MoC.
7. Ensuring compliance with the Raj Bhasha policy.
8. Ensuring prompt implementation of recommendations / suggestions of the Parliamentary Standing Committee.
9. Preparation and submission of Result Framework Document (RFD) as per the timelines.
10. Online monitoring of court cases.

Outreach Measures

1. Outreach programmes / Workshops / Competitions organized for different age groups
2. Printing of pamphlets and guidebooks for visitors
3. Measures adopted to advertise and market the Museum
4. Friends of Museums and other societies – registration of Members

Modernisation of Museum

1. Modernisation of galleries by installation of modern lighting and display
2. New Galleries opened
3. Installation of interactive digital kiosks, Audio guides and LCD Screens
4. Upgradation of security gadgets
5. Upgradation of Museum website
6. Upgradation of Museum storage
7. Improvement in visitors amenities
8. Completion of a Detailed Project Report for the comprehensive modernization of Allahabad Museum and preparation of SFC note thereon.

Museum Activities

1. Exhibitions, Seminars and Lectures organized
2. Introduction of Voluntary Guide Program
3. Physical verification of objects
4. Progress in Jatan Implementation
5. Number of objects conserved and preserved



6. Number of Objects rotated
7. Cooperation with Academics and Experts
8. Collaboration with Schools, Colleges and other Institutions for popularizing the museum
9. Steps initiated for increasing the footfalls

#### E-Governance

1. Development of online system for application of various services being provided by the organization.
2. E-ticketing.
3. Digitization of library books and uploading of a catalogue on the organization's website.
4. Implementation of online e-accounting system.

#### Others

1. Assess needs for skill development and create tailored training modules.
2. Make an inventory of cultural spaces under the charge of the organization.
3. Increased presence on social media (Facebook/ Twitter/You-tube and website).
4. Provide promotional films to Doordarshan and make an inventory of films.
5. Preparation of annual income and expenditure account by the organization (profit centre).
6. Activities on project Mausam.
7. Identification of organization's lands and buildings and maintenance of Asset Register.
8. Maintenance of reservation roster.
9. Introduction of video show for guidance of visitors to the Museum.
10. Preparation of basic documentary CD for 5-10 minutes giving introduction, activities and achievements of the organization.
11. Double entry book-keeping.
12. Compliance of instructions of Cabinet Secretariat, PMO and MoC, especially with respect to Swachh Bharat campaign.
13. Timely submission of monthly, quarterly, half-yearly and yearly returns in respect of administrative, financial, plan and non-plan expenditure and other important activities.
14. Opening of galleries during extended hours for special exhibitions/ occasions and change of timings to increase footfalls.
15. Printing of advance calendar of events.




## Targets for Allahabad Museum for 2015-16

Sl	Item	Targets
1	Arranging Outreach programmes / Workshops / Competitions organized for different age groups	25
2	Printing of pamphlets and guidebooks for visitors	4
3	Friends of Museums and other societies – registration of New Members	300
4	Modernisation of galleries by installation of modern lighting and display techniques	2
5	Installation of interactive digital kiosks, Audio guides and LCD Screens	6
6	Creation of new visitors amenities or Improvement in visitors amenities	3
7	Exhibitions, Seminars and Lectures organized	20
8	Physical verification of objects	2400 objects
9	Conservation and preservation of objects	200 objects
10	Rotation of objects	300 objects
11	Collaboration with Schools, Colleges and other Institutions for popularizing the museum	3
12	New Steps initiated for increasing the footfalls – Museum marketing	5
13	Year on year increase in the number of visitors	Minimum 20% over the previous year
14	Implementation of Jatan Collections Management Software	6,000 records to be approved at Director's level.
15	Revision of Recruitment Rules for various posts	All old RRs to be revised.
16	Laying of the Audited Accounts and Annual Report on the tables of Both the Houses of Parliament	2014-15 Annual Report and Audited Accounts to be laid by 31.12.2015.
17	Staff training	4 staff to be trained
18	Volunteer Guides to be trained	20
19	Swachh Bharat campaign – number of activities to be undertaken.	10 activities
20	Assess needs for skill development and create tailored training modules.	For all employees
21	Make an inventory of cultural spaces under the charge of the organization.	To be completed during the year.
22	Increased presence on social media (Facebook/ Twitter)	All activities to be uploaded on social media

		sites on a continuous basis
23	Create online system for application of various services being provided by the organization.	2 services
24	Create online system of accounting.	To be completed during the year
25	Carry out performance audit of the organization.	To be completed during the year
26	Provide promotional films to Doordarshan and make an inventory of films.	To be completed during the year
27	Registration under new Pension Scheme with PFRDA	To be completed during the year
28	Uploading of RFD on the website of Cabinet Secretariat	As per timelines
29	Preparation of annual profit and loss account by the organization.	To be completed during the year
30	Activities on project Mausam.	5 activities
31	Identification of organization's lands and buildings and maintenance of Asset Register.	To be completed during the year
32	Maintenance of reservation roster.	To be completed during the year
33	Introduction of video show for guidance of visitors to the Museum.	To be completed during the year
34	Modernization of Museum Shop	5 new items of merchandize to be introduced in the Museum Shop.
35	Modernization proposal for the Museum	DPR to be completed and project to be got approved by SFC.

