

Memorandum of Understanding between Ministry of Culture,
Government of India and National Council of Science Museums (NCSM),
Kolkata for the year 2015-16

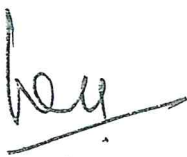
1. This agreement made on 19th March, 2015 between Ministry of Culture, Govt. of India, represented by Director, Museums Division, on the one part and Director General, National Council of Science Museums (NCSM) on the other part, lays down the responsibilities, performance indicators and targets duly agreed by both parties, with an objective to achieve organization goals by the NCSM through optimal use of available funds and to ensure proper functioning of NCSM.
2. National Council of Science Museums (NCSM), a premiere institution in the field of science communication, set up in 1978, as an autonomous organization is functioning under the Ministry of Culture, Govt. of India. It is primarily engaged in popularizing Science and Technology through a network of science centres, museums, Mobile Science Exhibitions (MSE) units and plethora of activities for public and students in particular. The statement of Mission of NCSM is briefly summarized as under:
 - To become the leader in science communication activities in the country by establishing a nationwide network of science centres and science communication activities.
 - To act as a nodal agency for setting up of Science Centres/Museums/Planetariums/Science Cities in the country.
 - To play an active role in inspiring innovation by the youth of the country by setting up Innovation Spaces.
 - To supplement science education imparted in schools and colleges by organizing various non-formal science education activities to foster a spirit of scientific enquiry and creativity among the students.
 - To portray the S & T heritage and growth of Science & Technology with special reference to India.
3. The major objectives of the National Council of Science Museums are:
 - To portray the growth of science and technology and their application in industry and human welfare, with a view to develop scientific attitude and temper in the society.
 - To popularize & create awareness on science and technology.
 - To supplement science education given in schools and colleges to foster a spirit of scientific enquiry and creativity among the students.
 - To conduct research in science and technology in the areas pertaining to the activities of the Council and to evaluate traditional science and technology in the light of modern scientific and technical concepts.

- To establish Centres for development of science exhibits and demonstration aids.
- To render assistance to universities, technical institutions, museums, schools and colleges or other bodies in planning and organising science museums and also in training of personnel for museum profession.
- To collect, restore and preserve important historical objects which represent landmarks in the development of science, technology and industry.

4. The functions of the National Council of Science Museums are:

- Setting up of new Science Centres / Science Museums / Science Cities / Science Parks / Planetarium / Panorama and Thematic Expositions on Science & Technology in India and abroad on turnkey basis.
- To provide consultancy for development of Science Centres/museums/science cities/planetariums and exhibitions.
- Conceptualizing, designing, developing and supply of innovative interactive exhibits for galleries and exhibitions, both for science centres under NCSM & outside NCSM's control.
- Developing and fabrication of Museo-Bus to carry exhibitions of Science & Technology themes to remote areas.
- Carry out R & D activities for developing new display technologies for Science communication particularly on digital platform.
- Developing travelling thematic exhibitions on history of science & contemporary Science & Technology issues.
- Making science kits for class room science education, science shows and science demonstration lectures.
- Developing 2-D & 3-D interactive multimedia programmes / softwares for science communication.
- Developing interactive astronomy education resource material.
- Organizing professional development programmes for museum professionals & training science communicators through long and short term academic courses.
- Management, marketing & PR of Science Centres / Museums.

5. National Council of Science Museums, in consultation with the Ministry of Culture, has identified the following key objectives that it will need to

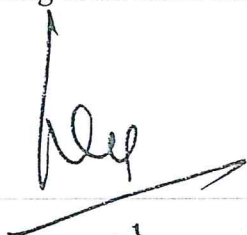



V. E-Governance

1. Development of an 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. Development of an online e-accounting system.

VI. 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.



Key Performance Indicators for NCSM, Kolkata 2015-16

I. Administrative and Financial Matters

1. Revision of Recruitment Rules of NCSM
2. Recruitments for filling up of Vacant Posts
3. Timely Submission of Annual Reports and Audited Accounts to both Houses of Parliament and Compliance with CAG observation.
4. Organization of periodic Society & GB meetings.
5. Budget Allotment and Expenditure incurred as per quarterly targets.
6. Monitoring Court cases pending and Compliance with directions of the court
7. Timely submission of papers, document, replies etc. to MoC.
8. Ensuring compliance of the Raj Bhasha Policy.
9. Ensuring implementation of recommendations/suggestions of the Parliamentary Standing Committee.
10. Preparation of RFD in respect of NCSM and ensuring its implementation by the targeted dates.
11. Increase in revenue generation by Science Cities/Centres under NCSM.
12. Online monitoring of court cases.

II. Museum Activities

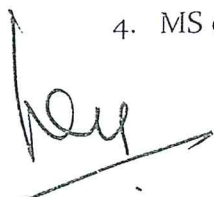
1. Setting up of new Science Centres, Science Cities & Planetariums
2. Development of travelling exhibitions
3. Modernization of existing exhibition galleries
4. Setting up of new galleries
5. Setting up of Innovation Hubs
6. Catalytic support to other organizations and institutions
7. Organizing Mobile Science Exhibitions
8. Signing of MoU at National & International level for professional development of staff and fulfill the obligations of cultural exchange with relevant countries.

III. Educational and Outreach Programs

1. Community Programmes
2. Interactive Science Education Programmes
3. International Collaborative programmes
4. Upgradation of museum website
5. Printing of pamphlets, guidebook for visitor
6. National level Programmes – Science Fairs, Science Seminar, Science Drama Festivals, Commemorative events

IV. Training and Capacity Building

1. Training of staff and development of an HRD policy.
2. Arranging Seminars/Workshops/Conferences/Creative Ability/ Teacher Training Programs
3. Research & Development for development of new exhibit and display techniques
4. MS course in Science Communication



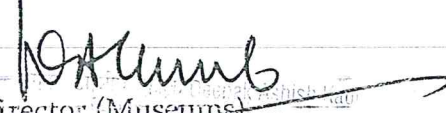
deliver substantially to enhance its achievements and to ensure the furtherance of its objectives:

- a) Setting up of new Science Centres/Cities/Planetariums in various parts of country.
- b) Setting up of Innovation Spaces in the country to inspire innovation by the youth.
- c) Modernization of galleries and facilities in the existing science centres/museums to enhance visitors' experience.
- d) Strengthen outreach activities.
- e) Organize professional development training programmes for museum/science centre professionals.
- f) Carry out R & D activities for Science communication.
- g) Develop and organize thematic & travelling exhibitions on topical issues in S & T.

6. **Financial Allocations:** Under the annual plan 2015-16, NCSM has been provided a budgetary provision of Rs. 42.50 crore under Plan and Rs. 46.00 crore under Non-Plan head. For the development of Science Cities/Centres an additional Plan allocation of Rs. 38.00 crore has been made to NCSM. The above funds will be used by NCSM 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.

7. **Performance and Monitoring:** NCSM 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 NCSM in future years will be largely dependant on the achievement of the targets as laid down by this agreement.

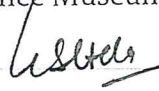
Signed on behalf of Ministry of Culture
Government of India


Director (Museums)

Date: 19th March 2015

Place: New Delhi

Signed on behalf of National Council
of Science Museums


Director General

G.S. Rautela
Director General
National Council of Science Museums
Ministry of Culture, Govt. of India
Block-GN, Sector-V, Bidhan Nagar
Kolkata-700091

Target for NCSM 2015-2016

Sl. No.	Items	Target
Commencement of work of Science Centres/Cities		
1	Planning, Setting Up of New Science Centres/Cities	4
Special Events and Exhibitions		
2	Development of Travelling Exhibition	02
3	Establishment of new Innovation Hubs	11
4	Education Extensive Activities such as Popular Science Lectures, Quiz, Demonstration Lectures, Teacher's Training Programme, Vacation Hobby Courses, Sky Observation Programme, Science Workshops, Seminars, Slide Shows, Computer Awareness Programme, Community Programme, Commemorative Programme, Computer Fairs etc.	1,00,000
5	Mobile Science Exhibitions to reach rural populace (No. of Sites)	1000
Modernization of Galleries		
6	Development of New Galleries and Modernization of Existing Galleries.	20
Visitor's Amenities		
7	Signages, Visitor's Toilet Blocks, Installation of Lifts, Drinking Water facilities, Development of Parking Area, Fire Fighting facilities, accessibility provisions for physically challenged visitors' etc	20
Capacity Building of Museum Professionals		
8	No. of people to be trained	120
9	Training of Guides	100
10	Opening Souvenir shops & Children's corner in Science Centres	05
11	Annual increase in Visitor's Footfall	15%
12	Publication such as reports, brochures, monograms etc.	20
13	Laying of Audited Accounts and Annual Report on the Tables of both Houses of Parliament	2014-15 Reports and Accounts to be laid by 31.12.2015
14	Swachh Bharat campaign - number of activities to be undertaken.	150 activities
15	Assess needs for skill development and create tailored training modules.	For all employees
16	Make an inventory of cultural spaces under the charge of the organization.	To be completed during the year

17	Increased presence on social media (Facebook/ Twitter/ You-tube and website)	All activities to be uploaded on social media sites on a continuous basis.
18	Create online system for application of various services being provided by the organization.	5 services
19	Create online system of accounting.	To be completed during the year
20	Carry out performance audit of the organization.	To be completed during the year
21	Provide promotional films to Doordarshan and make an inventory of films.	To be completed during the year
22	Uploading of RFD on the website of Cabinet Secretariat.	As per timelines
23	Preparation of annual profit and loss account by the organization.	To be completed during the year
24	Activities on project Mausam.	20 activities
25	Identification of organization's lands and buildings and maintenance of Asset Register.	To be completed during the year
26	Maintenance of reservation roster.	To be completed during the year
27	Introduction of video show for guidance of visitors to the Science Centres.	To be completed during the year





