

Memorandum of Understanding between Ministry of Culture,
Government of India and National Gallery of Modern Art,
Mumbai for the year 2015-16

1. This agreement made on 20th March, 2015 between Ministry of Culture, Govt. of India, represented by Director, Museums Division, on the one part and Director, National Gallery of Modern Art (NGMA), Mumbai 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 National Gallery of Modern Art, Mumbai through optimal use of available funds and to ensure proper functioning of National Gallery of Modern Art, Mumbai.
2. NGMA Mumbai is a subordinate office of the Ministry of Culture, Government of India, headed by a Director. The main objectives of NGMA, Mumbai are as follows:
 - To acquire and preserve works of Modern Art from 1850's onward.
 - To organize, maintain and develop galleries for temporary and permanent display
 - To organize special exhibitions both at NGMA and also in other parts of the country and abroad.
 - To develop an education and documentation centre in order to acquire, maintain and preserve documents relating to works of modern art
 - To develop a specialized library of books, periodicals, photographs and other audio visual materials.
 - To organize lectures, seminars and conferences, and to encourage higher studies and research in the field of art history, art criticism, art appreciation, museology and the inter-relations on visual and performing arts.
3. NGMA Mumbai, in consultation with the Ministry of Culture, has identified following 5 key objectives that it will need to deliver substantially in the next 3 years to improve its status and to ensure the furtherance of its objectives:
 - (i) To increase the visitors to NGMA Mumbai by at least 20 % year on year for the next three consecutive years.
 - (ii) To develop a good reference library with books, periodicals and journals.
 - (iii) To create a proper souvenir/ sales counter and a cafeteria facility.
 - (iv) To renovate the NGMA, Mumbai premises to create extra space in the corridors, and improving the auditorium ambience by engaging the service of a professional architect.
 - (v) To introduce computerized ticketing system.

- Financial Allocations:** Under the annual plan 2015-16, NGMA, Mumbai has been provided a budgetary provision of Rs. 303.25 lakhs under Plan and Rs. 25.50 lakhs under Non-Plan head. The above funds will be used by NGMA, Mumbai 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:** NGMA, Mumbai 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 NGMA, Mumbai 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



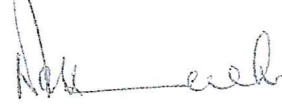
दीपक आशीष कौल/Deepak Ashish Kaul
Director (Museums)

संस्कृति मंत्रालय/Ministry of Culture
भारत सरकार, नई दिल्ली
Govt. of India, New Delhi

Date: 20th March 2015

Place: New Delhi

Signed on behalf of
NGMA, Mumbai



Director

Shivaprasad M. Khened
Director

National Gallery of Modern Art,
Sir C. J. P. Hall, M. G. Road,
Mumbai-400 032.

KEY PERFORMANCE INDICATORS FOR NGMA, MUMBAI FOR 2015-16

Administrative Matters

1. Appointment of regular staff in NGMA.
2. To substantially improve the administrative and accounts records of NGMA Mumbai and update all the records including personal files and records of staff.
3. Training of staff.
4. Budget monitoring and expenditure to meet quarterly targets.
5. To expedite and clear all backlog administrative long pending issues and settling of the court case.
6. Timely submission of papers, documents, reports etc. to MOC.
7. Completion of MACP cases, which are pending for a very long time, of all eligible staff members.
8. Ensuring compliance of the Raj Bhasha Policy.
9. Ensuring implementation of recommendations/suggestions of the Parliamentary Standing Committee.
10. Online monitoring of court cases.

Outreach measures

1. Outreach programmes/ Cultural programmes/ Workshops / Competitions organized for different age groups
2. Printing of pamphlets for visitors
3. Measures adopted to advertise and market the Museum

Modernization of Museum

1. Improving gallery lighting with modern LED lighting system
2. New Gallery space to be created in the corridors in phases over next three years based on the feasibility and architectural report from a professional architect.
3. To create a proper souvenir/sales counter/shop and a cafeteria facility at NGMA Mumbai.
4. To develop a good reference Library with books, periodicals and journals.
5. Installation of interactive digital kiosk.
6. Up gradation of security and surveillance system
7. Up gradation of Museum website.
8. Improvements in visitors' amenities especially in wash rooms.
9. To identify and create a storage facility either on site or off site, for storing of crates, packing materials, boxes of exhibitions while they are on display and in transit.

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10. Modernisation of strong room for proper storage and retrieval of art objects similar to the ones created at NGMA Delhi and Bengaluru.
11. Exploration of additional space for temporary exhibition halls and storage for NGMA, Mumbai.
12. Building condition assessment of NGMA, Mumbai.

Museum Activities

1. Exhibitions, and Lectures organized
2. Introduction of Voluntary Guide Program
3. Physical verification of art objects
4. Progress in Implementation of the Jatan Software
5. Number of art objects taken up for restoration /conservation
6. The periodicity of meetings of Advisory Committee of NGMA Mumbai and substantive agenda, discussion held and important decisions taken in these meetings.
7. Collaboration with Schools, Colleges and other Institutions for popularizing the NGMA.
8. Amrita Sher-gill Exhibition in 2016.

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.

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 separate annual report.
11. Preparation of basic documentary CD for 5-10 minutes giving introduction, activities and achievements of the organization.

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12. Double entry book-keeping.
13. Compliance of instructions of Cabinet Secretariat, PMO and MoC, especially with respect to Swachh Bharat campaign.
14. Timely submission of monthly, quarterly, half-yearly and yearly returns in respect of administrative, financial, plan and non-plan expenditure and other important activities.
15. Opening of galleries during extended hours for special exhibitions/ occasions and change of timings to increase footfalls.
16. Printing of advance calendar of events.

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Targets for NGMA, Mumbai for the year 2015-16

Sl No.	Item	Targets
1	Organising outreach programmes/ workshops/ competitions/ events	15
2	Design and printing of pamphlets / information folder on NGMA Mumbai	1
3	Design and installations of digital kiosks in NGMA, Mumbai	2
4	Exhibitions to be organized	6
5	Lectures to be organised	12
6	Restoration of art objects	25
7	New steps to be initiated to increase visitors	3
8	Increase in visitors over previous year	20%
9	Jatan software implementation.	Entire work to be completed at Director's level
10	Design and printing of Post cards on NGMA collections	1 Set
11	Friends of Museums and other Societies - registration of new members	200
12	Physical verification of artworks	1000 objects to be physically verified
13	Volunteer Guides to be trained	12 guides
14	Swachh Bharat campaign - number of activities to be undertaken.	5 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/YouTube and website)	All activities to be posted on social media sites on a

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		continuous basis.
18	Create online system for application of various services being provided by the organization.	2 services
19	Create online system of accounting.	To be completed during the year
20	Provide promotional films to Doordarshan and make an inventory of films.	To be completed during the year
21	Registration under new Pension Scheme with PFRDA	To be completed during the year
22	Preparation of annual profit and loss account by the organization.	To be completed during the year
23	Activities on project Mausam.	5 activities
24	Identification of organization's lands and buildings and maintenance of Asset Register.	To be completed during the year
25	Maintenance of reservation roster.	To be completed during the year
26	Introduction of video show for guidance of visitors to the Museum.	To be completed during the year
27	Opening of the NGMA, Mumbai Library	To be completed during the year
28	Development of Museum Café at NGMA, Mumbai	To be completed during the year
29	Curation of exhibitions from NGMA New Delhi's collections	2 exhibitions to be curated.

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