

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

This agreement made on 19th March, 2015 between Ministry of Culture, Govt. of India, represented by Director, Museums Division, on the one part and Administrator, National 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 National Museum through optimal use of available funds and to ensure proper functioning of the National Museum.

1. National Museum is a Subordinate Office of the Ministry of Culture, Govt. of India. Set up in 1949, the Museum occupies more than 2 lakhs artifacts. A statement of the Mission of the Museum is briefly summarized as under:

- To serve as the repository of exquisite works of art in different media at the national level.
- To play an active role in moulding the people's tastes and making them culturally aware and better informed about the cultural heritage.
- To promote research and creative activities in the fields of Art & Culture, Museums, Cultural Heritage and other allied fields.
- To act as an expert house for preservation and conservation of cultural property, especially antiquities and for educating and enlightening the people about the urgency for preservation of cultural treasures and national heritage.
- To play a catalytic role in the field of museum movement and act as a leader thereof.
- To adopt modern technology in the fields of documentation, display and conservation for dissemination of knowledge, publicity and safety & security of art objects.

2. The objectives of the National Museum are:

- To collect antiquities and art objects of Historical, Cultural and Artistic significance for the purpose of their protection and interpretation (research).
- To disseminate knowledge about the significance of the objects in respect of history, culture and artistic excellence and achievements.
- To serve as a cultural centre for enjoyment and interaction of the people in and around artistic and cultural activity.
- To serve as epitome of national identity.

3. The functions of National Museum are:

- Collection and Protection of art objects and antiquities.
- Preservation and Conservation of antiquities in a scientific way.
- Documentation, research, interpretation and publication.
- Display, communication and networking with other allied organization.

- Education and extension services for the school children, teachers, research scholars and general public including tourists.
- Public Relation and Museum Marketing.
- Consultancy services to needy Museums.
- Organisation of thematic temporary exhibitions within the country as well as abroad as a part of Cultural Exchange Programme for propagation of Indian Culture.

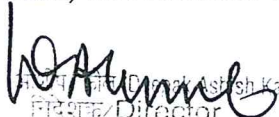
4. National Museum, in consultation with the Ministry of Culture, has identified four key objectives that it will need to deliver substantially in the next three years to improve its status and to ensure the furtherance of its objectives.

- Improve visitor experience.
- Ensure proper and scientific display of objects.
- Improve collection management system
- Enhance outreach activity.

5. Financial Allocations: Under the annual plan 2015-16, National Museum has been provided a budgetary provision of Rs. 30 crore under Plan and Rs. 11.51 crore under Non-Plan head. The above funds will be used by National 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.

6. Performance and Monitoring: National 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 National 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)
Ministry of Culture, Government of India
New Delhi

Date: 19th March 2015

Place: New Delhi

Signed on behalf of National Museum


Administrator

KEY PERFORMANCE INDICATORS FOR NATIONAL MUSEUM, NEW DELHI

2015-16

Administrative Matters:

1. Revision of Recruitment Rules.
2. Filling up of vacancies
3. Training of staff
4. Budget allotment and expenditure incurred to meet quarterly targets
5. Number of Court cases pending and compliance with directions of the Court
6. Number of Audit paras and action taken on the observations of audit
7. Timely submission of papers, documents, reports etc. to Ministry of Culture
8. Ensuring compliance of the Raj Bhasha Policy.
9. Ensuring implementation of recommendations/suggestions of the Parliamentary Standing Committee.
10. Development of a reservation roster.
11. Condition assessment report of the Museum building.
12. Development of an HRD policy.
13. Online monitoring of court cases.

Outreach Measures:

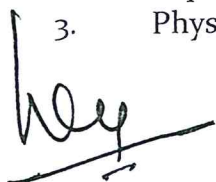
1. Outreach programmes/workshops/competitions organized for different age groups
2. Printing of pamphlets and guidebooks for visitors
3. Measures adopted to advertise and market the Museum
4. Friends of Museums – registration of Members

Modernisation of Museum:

1. Modernisation of galleries by installation of modern lighting and display
2. Galleries opened/re-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. Construction of an atrium over the Museum rotunda.
9. Preliminary work for development of new museum including Nizam's Jewellery Gallery.
10. Delisting of adjacent ASI building.

Museum Activities:

1. Exhibitions, Seminars and Lectures organized
2. Expansion of Volunteer Guide Programme
3. Physical Verification of objects



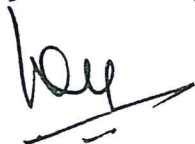
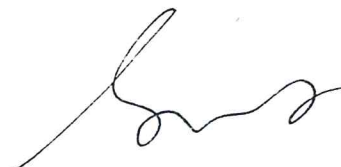

4. Progress in Implementation of Jatan
5. Number of Objects conserved and preserved
6. Number of Objects rotated
7. Collaboration with Schools, Colleges and other Institutions for popularizing the museum
8. Steps initiated for increasing the footfalls
9. Publications and Research work
10. Preparation of Result Framework Document (RFD) in respect of the activity being undertaken by the Museum and ensuring its implementation by the targeted dates.
11. Preparation of a Museum Manual.

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/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. Introduction of video show for guidance of visitors to the Museum.
9. Preparation of separate annual report.
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 NATIONAL MUSEUM, NEW DELHI 2015-16

Sl	Item	Targets
1	Arranging Outreach programmes / Workshops / Competitions organized for different age groups	30
2	Printing of pamphlets and guidebooks for visitors and other publications.	6
3	Friends of Museums and other societies – registration of New Members	300 Members to be registered
4	Modernization of galleries	2
5	Installation of interactive digital kiosks, Audio guides, LCD Screens and other multimedia.	Minimum 6 new items to be completed
6	Creation of new visitors amenities/improvement in visitors amenities	3
7	Seminars and Lectures to be organized	30
8	Physical verification of objects	8,000 objects
9	Conservation and preservation of objects	150 objects
10	Rotation of objects	150 objects
11	Collaboration with Schools, Colleges and other Institutions for popularizing the museum	3
12	New Steps initiated for increasing the footfalls – Museum marketing	3
13	Year on year increase in the number of visitors	Minimum 15% over the previous year
14	Implementation of Jatan Collections Management Software	6000 records to be approved at Director's level.
15	Revision of Recruitment Rules for various posts	Old RR's (prior to 6 CPC) for all cadres to be revised.
16	New Exhibitions to be organized	6 Exhibitions
17	Staff training	10 staff to be trained
18	Volunteer Guides to be trained	60 volunteer guides
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/You-tube/website).	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	Provide promotional films to Doordarshan and make an inventory of films.	To be completed during the year
25	Uploading of RFD on the website of Cabinet Secretariat.	As per timelines
26	Preparation of annual profit and loss account by the organization.	To be completed during the year
27	Activities on project Mausam.	6 activities
28	Identification of organization's lands and buildings and maintenance of Asset Register.	To be completed during the year
29	Maintenance of reservation roster.	To be completed during the year
30	Introduction of video show for guidance of visitors to the Museum.	To be completed during the year

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