

Memorandum of Understanding between Ministry of Culture, Government of India and Victoria Memorial Hall, 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 Secretary & Curator, Victoria Memorial Hall, Kolkata 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 Victoria Memorial Hall through optimal use of available funds and to ensure proper functioning of the Victoria Memorial Hall.
2. Victoria Memorial Hall, fully funded by the Ministry of Culture, Government of India, was opened to public in the year 1921. It was declared as an Institution of National Importance by the Government of India in 1935. The Museum is governed under Victoria Memorial Act, 1903 and Victoria Memorial Rules, 1973 as amended from time to time. It is managed by a Board of Trustees and its various Committees.

The main objective of Victoria Memorial Hall is the erection, maintenance and management of the memorial of the Queen Victoria. The Rules made under this act mentioned it as a museum and laid down explicitly its following functions:

- (i) Proper maintenance of its building and environs.
- (ii) Acquisition of Art objects.
- (iii) Inventory and cataloguing of the objects deposited therein.
- (iv) Display of the objects.
- (v) Preservation of the objects.
- (vi) Making duplicates of the objects and arrange for its sales.

As VMH is a museum, undertaking various activities like organizing public lectures, seminars etc and other educational activities for various sections of society is also one of its objectives.

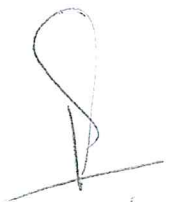
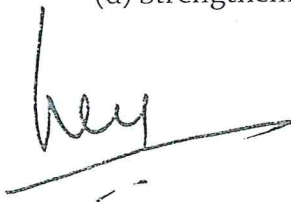
3. Victoria Memorial Hall, in consultation with the Ministry of Culture, has identified 4 key objectives that it will need to deliver substantially in the next three years to improve its status and to ensure the furtherance of the objectives of Victoria Memorial Hall.

(a) Modernization of the galleries and stores.

(b) Care, Management and display of its collections.

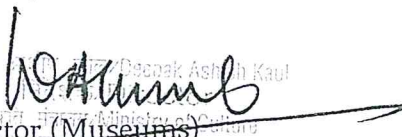
(c) Educational and outreach activities.

(d) Strengthening of the administrative mechanism.



4. **Financial Allocations:** Under the annual plan 2015-16, Victoria Memorial Hall has been provided a budgetary provision of Rs. 38.0 crore under Plan and Rs. 6.45 crore under Non-Plan head. The above funds will be used by Victoria Memorial Hall 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:** Victoria Memorial Hall 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 Victoria Memorial Hall 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 अशोक कौल / Deepak Ashok Kaul

Director (Museums)
Ministry of Culture, Government of India
नई दिल्ली / New Delhi

Date: 19th March 2015

Place: New Delhi

Signed on behalf of
Victoria Memorial Hall


Secretary & Curator

**Secretary & Curator
Victoria Memorial Hall
1, Queen's Way, Kol-700071**

KEY PERFORMANCE INDICATORS FOR VICTORIA MEMORIAL HALL,
KOLKATA: 2015-16

Modernization of the galleries and stores:

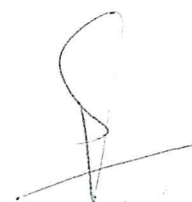
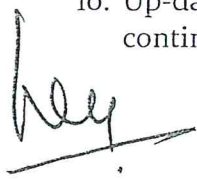
1. Creation of a new Museum Shop and a Security Enclosure in the North Porch of the VMH building.
2. Restoration and renovation of the basement area, store areas and the areas earmarked for museum shop and security enclosure.
3. Repairs of roof and walls.
4. Implementation of the modernization programme as per project timelines.
5. Strengthening of museum security – CISF deployment.

Care, Management and display of its collections:

1. Restoration of oil paintings.
2. Conservation of paper, metal and stone objects.
3. Making entry of the data and photographs of museum objects in JATAN software.
4. Digitization of paper objects through the digitization and documentation unit of the School of Cultural Texts and Records, Jadavpur University.
5. Periodic physical counting and verification of objects.
6. Holding new exhibitions of objects from VMH's own collections as an endeavour to rotate objects in the galleries.
7. Collaboration with museums, institutions, etc., in India & abroad to hold exhibition with their objects at VMH.
8. Collaboration with museums, institutions etc in India to showcase VMH's collections in other museums through exhibitions.

Educational and outreach activities:

1. Organizing lectures, seminars, workshops, film screenings, etc.
2. Observing important National and International Days/Weeks by organizing suitable programmes for different sections of the society.
3. Organizing programmes involving the members of the Activity Club and Young Friends of the Victoria Memorial.
4. Collaboration with schools, colleges and other institutions for popularizing the museum.
5. Printing of information brochures / booklets for Visitors' education.
6. Research on VMH's collection.
7. Participation in fairs / festivals organized in the districts by registered organizations with exhibitions on VMH's collections etc. as outreach activities.
8. Collaborating with reputed organizations to organize literary, cultural meets, etc.
9. Publication of catalogues on objects in VMH collections.
10. Up-dating of events on Facebook, Twitter, You-tube and museum website on a continuous basis.



Strengthening of Administrative mechanism:

1. Revision of Recruitment Rules for various posts.
2. Framing of policies for acquisition of objects, collaboration with other organizations, human resources, etc.
3. Initiating the process of amendment of VMH Acts, Rules and Regulations.
4. Training of staff.
5. Preparation and submission of Annual Report on time.
6. Ensuring compliance with the Rajbhasha policy.
7. Meeting the deadline for submission of RFD by organizations and ensuring its implementation.
8. Ensuring the implementation of recommendations / suggestions of the Parliamentary Standing Committee.
9. Timely submission of inputs for Cabinet Memos.
10. Effort to increase the footfall in the museum and gardens.
11. Effort to increase revenue by publication and sale of souvenir items etc.
12. Online monitoring of court cases.

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

TARGETS FOR VICTORIA MEMORIAL HALL, KOLKATA 2015-16

Sl. No.	Items	Targets
1	Upgradation of galleries	2
2	Upgradation of Stores	2
3	Restoration of oil paintings	25
4	Conservation of Artefacts	100
5	Entry of the data on artefacts in JATAN software	6,000 records to be approved at Director's level
6	Exhibitions	10
7	Holding of Lectures / Seminars / Workshops / Film screenings etc.	25
8	Programs of Students' Activity Club	7
9	Collaborative programmes with other organization	3
10	Publication of information brochures/ leaflets	8
11	Revision of Recruitment Rules	For 100% posts
12	Laying of Audited Accounts and Annual Report, 2014-15	By 31.12.2015
13	Increase in footfall	10%
14	Publication / Production of souvenir items	6 new items
15	Training of Volunteer Guides	20
16	Rotation of objects	200
17	Creation / Improvement of visitors facilities	2
18	Swachh Bharat campaign - number of activities to be undertaken.	15 activities to be undertaken
19	Assess needs for skill development and create tailored training modules.	For all employees
20	Make an inventory of cultural spaces under the charge of the organization.	To be completed during the year
21	Increased presence on social media (Facebook/ Twitter)	All activities to be uploaded on social media sites on a continuous basis.
22	Create online system for application of various services being provided by the organization.	2 services
23	Create online system of accounting.	To be completed during the year.
24	Carry-out performance audit of the organization.	To be completed during the year.
25	Provide promotional films to Doordarshan and make an inventory of films.	To be completed during the year.
26	Registration under new Pension Scheme with PFRDA	To be completed during the year.
27	Uploading of RFD on the website of Cabinet Secretariat.	As per timelines

28	Preparation of annual profit and loss account by the organization.	To be completed during the year.
29	Activities on project Mausam.	4 activities to be organized
30	Identification of organization's lands and buildings and maintenance of Asset Register.	To be completed during the year.
31	Maintenance of reservation roster.	To be completed during the year.
32	Introduction of video show for guidance of visitors to the Museum.	To be completed during the year.

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