

**GOVERNMENT OF INDIA
CULTURE
LOK SABHA**

UNSTARRED QUESTION NO:1977
ANSWERED ON:08.03.2011
SURVEY OF MUSEUMS BY UNESCO
Ananth Kumar Shri

Will the Minister of CULTURE be pleased to state:

- (a) whether the UNESCO has conducted a survey of some museums in the country;
- (b) if so, the details thereof;
- (c) the details of the observations made by the UNESCO regarding the conditions and maintenance of the museums surveyed; and
- (d) the response of the Government thereto?

Answer

MINISTER OF HOUSING AND URBAN POVERTY ALLEVIATION AND MINISTRY OF CULTURE (KUMARI SELJA)

(a) to (d) In July 2010, the Cultural unit of UNESCO office in Delhi carried out a public opinion survey of 5 museums, Upon receipt of a copy of the report, a number of issues relating to the methodology of the opinion survey were brought to the notice of UNESCO office in Delhi. These included:

- i) The sample size of 23 surveyors drawn from 3-4 organizations was not a representative sample
- ii) The report contained 47 graphs analysing the data collected by 23 surveyors leading to skewed analysis.
- iii) There were calculation errors in computing the scoring and ratings, giving an inaccurate picture.
- iv) 'Snapshot' method of conducting the survey was not appropriate to the subject at hand.

However, taking into account the need for improvement in facilities and management of the museums, which is a continuous process, the Ministry is implementing a 14 issue reforms agenda, across various museums under its aegis, covering the following aspects:

- (i) Collections & Store Management.
- (ii) Proper/ Scientific Display of Artifacts.
- (iii) Information, Signages, Floor Plans & Visitor Facilities.
- (iv) Museum Shops and Souvenirs.
- (v) Multi- Media, Audio Visuals & Guide Facilities.
- (vi) Attract various Audience Segments including Students & Children.
- (vii) Image Building, Publicity and Cultural Events.
- (viii) Visiting & Travelling Exhibitions.
- (ix) Expansion & Acquisition of Collections.
- (x) Professional Development of Museum Personnel
- (xi) Implementation of Plan Schemes & Special Policy.
- (xii) Security- Modern Techniques.
- (xiii) Conservation & Restoration.
- (xiv) Interactions with Academics, Archaeologist & Artist

