

INTERNATIONAL CONFERENCE  
AND  
INTENSIVE SEMINAR  
ON

STRATEGIC TRANSFORMATIONS: MUSEUMS IN 21st CENTURY

NEW DELHI - KOLKATA (INDIA)

FEBRUARY 10-14, 2014



**National Council of Science Museums**

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Organized by  
**NATIONAL COUNCIL OF SCIENCE MUSEUMS**

in collaboration with  
**INDIAN MUSEUM, KOLKATA**  
(Ministry of Culture, Government of India)

## THE CONCEPT

Museums are ideal places for safeguarding tangible and intangible heritage through reanimating or bringing to life their historical collections by making connections and facilitating experiential learning. In the educational programming such contextual valorisation of collections create a space for meaningful intergenerational dialogue and transmission. The direct participation makes the learning more engaging for young audiences and visiting public.

Museums all over the world are witnessing a sea change in recent times, in concept approach, presentation, management and communication. Attractive architecture, inviting displays, visitor friendly communication tools and visitor centric planning are replacing traditional approach. Museums are no more places of visit but places of experience. Use of modern technology, engaging activities, special design of spaces to provide learning experiences, effective interpretation etc. are transforming museums. Need for transformation is also posing challenges to museums both in terms of technology & resources. Many museums have been successfully transformed into dynamic and educational places. However, lot needs to be done in museums in India.

In view of this rapid transformation in museums across the world and the challenges faced by museums, a conference to share best approaches and practices will help in developing strategies and framework for transformation of museums of all kinds. It will specially help Indian Museum professionals to get new perspectives from all over the world in order to strategize their future course.

## OBJECTIVE

The conference and seminar shall be held during 10-14 February, 2014 in New Delhi and Kolkata. The Kolkata leg of the Conference shall coincide with the 200th Anniversary celebration of the first museum in Asia, Indian Museum, Kolkata, founded in 1814 at the cradle of the Asiatic Society of Bengal in Kolkata, Indian Museum is the largest multipurpose museum not only in the Indian subcontinent but also in the Asia-Pacific region of the world. With its foundation the Museum movement started rolling in India.

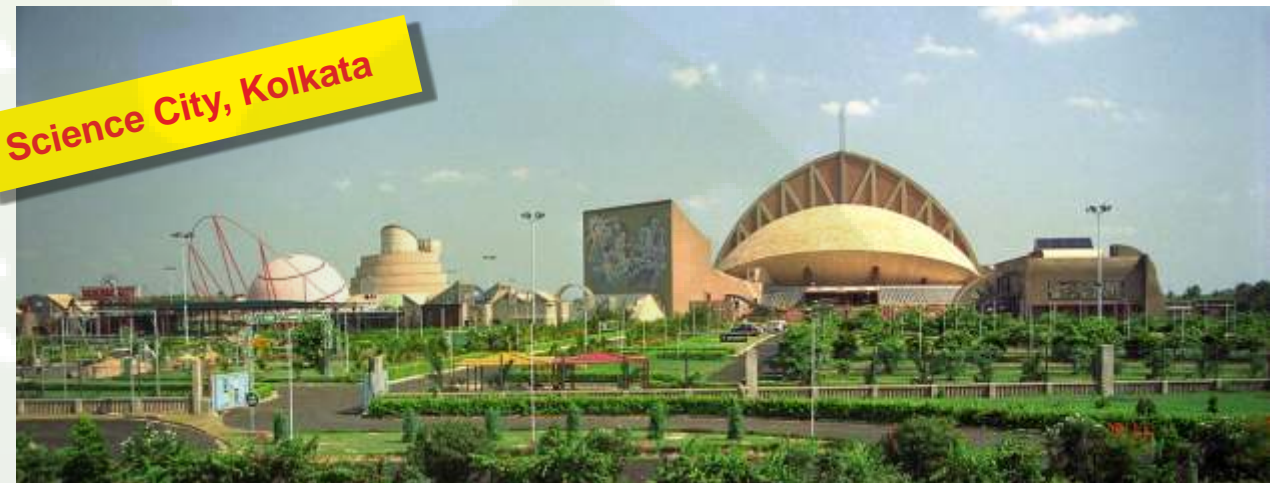


## SUB-THEMES

### *Museums and Transformations – International case studies of science, history, cultural and art museums*

As museums are getting increasingly aware that the pace of change in museums in the 21st century is incredibly fast, the need to strategize for the short and long-term future of museums is the critical imperative. Museums matter to people, as a result of which museum practitioners are becoming more concerned about access, engagement and outreach. Many museums across the globe have successfully transformed themselves to cater to the needs of present generation. Some case studies will be presented by museum leaders.

### Science City, Kolkata



### *Museums and Relevance – Community Engagement, Benefits and Active Citizenship*

It is more than two hundred and fifty years since the emergence of museums and galleries of the kind we might recognise today. Museums are still an essential part of our public realm not only because many of them successfully contribute to education, citizenship and respond to government objectives but also because many of them have a long term social function. The role and practice of course are continuously changing.

### *Museums and Digital Domain – Digitization, Digital Access, Digital Heritage Management*

Rapid developments of information and communication technologies (ICTs) have changed the traditional concept of museums. Museums are fast moving to digital mode and can be accessed universally to sustain collaboration. It has become a new way to disseminate information among wider scholarly community and in establishing connection with audience faster than ever before.

### *Museums and Human Resource Development*

A museum's ability to fulfill its purpose depends to a large degree on the professionalism and capabilities of its staff. The museum is better able to meet its mandate and carry out its activities by recruiting qualified staff and providing ongoing training opportunities. As an employer, the museum is concerned with the safety, security, well being and continued motivation of the people working for it. Moreover, responding to rapid changes in technology and presentation techniques needs different skill sets. How museums are responding to this will be shared and discussed.

### Indian Museum, Kolkata



**PARTICIPATION**

The conference and intensive seminar is likely to see participation of museum professionals from all over the world particularly from South Asia, Europe, America, Scandinavia, South American countries. Around 50 International and 100 Indian delegates are expected to participate in this conference.

**REGISTRATION**

Interested museum professionals could register either online on [www.ncsm.gov.in](http://www.ncsm.gov.in) or may send filled in form through FAX or by mail. The registration form is available on the website of NCSM.

**Fee** - Registration fee is Rs. 1000/- per participant and Rs. 500/- for museology students

**Mode of Payment** - By Credit Card or Bank Transfer or on arrival.

*The registration fee for conference participants includes:*

- \* Registration Kit
- \* Working Lunches and Official Dinners
- \* Local site seeing in New Delhi and Kolkata
- \* Pickup and drop from hotel to conference venue and back to the hotel
- \* Free admission to National Science Centre & Crafts Museum, New Delhi and Science City, Indian Museum, and Victoria Memorial, Kolkata,
- \* Free entry to Cultural Events

**VENUE**

The conference will be held at two venues, New Delhi and Kolkata. The first phase from February 10 to 12, 2014 will be held at National Science Centre, New Delhi and the second phase will be held at Science City and Indian Museum, Kolkata from Feb. 13-14, 2014

**National Science Centre, New Delhi**

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New Delhi - 110001

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e-mail: [nscdl01@gmail.com](mailto:nscdl01@gmail.com)

Website: [www.nscdelhi.org](http://www.nscdelhi.org)

**Science City, Kolkata**

J B S Haldane Avenue, Kolkata - 700046

Ph: +91-33- 22854343, 22852607, 22851572

Fax: +91-33- 22859895

Email: [sctycal@cal.vsnl.net.in](mailto:sctycal@cal.vsnl.net.in)

Website: [www.sciencecitykolkata.org.in](http://www.sciencecitykolkata.org.in)

**Indian Museum, Kolkata**

27, Jawaharlal Nehru Road

Park Street, Kolkata - 700016

Phone +91-33-2286-1702/2286-1699

Fax +91-33-2286-1696

Website: <http://www.indianmuseumkolkata.org>

**LANGUAGE**

The official language of the conference is English.

**PROGRAMME SCHEDULE**

- \* Arrival at New Delhi on February 09, 2014 (Evening)
- \* Inauguration on February 10, 2014 at 10.00 a.m. at National Science Centre, New Delhi
- \* Sessions in New Delhi from February 10 - 11, 2014
- \* Educational Tour to Taj Mahal in Agra and Fatehpur Sikri on February 12, 2014
- \* Departure for Kolkata at 07.00 a.m. on February 13, 2014
- \* Sessions in Kolkata at 11 A.M. at Science City on February 13, 2014 and in Indian Museum on February 14, 2014  
(Details of the session schedule is on next page.)



Visitors watching 'Energy Ball' exhibit at Science City, Kolkata



View of a gallery at Indian Museum, Kolkata



Children's gallery at BITM, Kolkata

INTERNATIONAL CONFERENCE AND INTENSIVE SEMINAR  
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'STRATEGIC TRANSFORMATIONS: MUSEUMS IN 21st CENTURY'

February 10-11, 2014

National Science Centre, New Delhi

## Tentative Session Schedule

Reception

Session	Time	Descriptions
<b>DAY-1</b> (Feb 10, 2014)	09.00 A.M. – 09.30 A.M.	<b>Registration</b>
	09.30 A.M. – 10.30 A.M.	<i>Inaugural programme</i>
	10.30 A.M. – 11.15 A.M.	<i>'Museums and Transformations – Key note address</i>
Session-I	11.15 A.M. – 11.30 A.M.	<b>Tea Break</b>
	11.30 A.M. – 01.00 P.M.	<i>Presentations on 'Museums and Transformations'</i>
	01.00 P.M. – 02.00 P.M.	<b>Lunch Break</b>
Session	Time	Descriptions
<b>DAY-1</b>	02.00 P.M. – 02.45 P.M.	<i>'Museums and Transformations – Special Lecture</i>
	02.45 P.M. – 03.15 P.M.	<i>Presentations on 'Museums and Transformations'</i>
Session-II	03.15 P.M. – 03.30 P.M.	<b>Tea Break</b>
	03.30 P.M. – 05.00 P.M.	<i>Presentations</i>
	05.00 P.M. – 06.00 P.M.	<i>Visit to Crafts Museum</i>
	07.30 P.M.	<b>Official Dinner</b>
Session	Time	Descriptions
<b>DAY-2</b> (Feb 11, 2014)	10.00 A.M. – 10.45 A.M.	<i>'Museums and Digital Domain – Special Lecture</i>
	10.45 A.M. – 11.15 A.M.	<i>Presentations</i>
	11.15 A.M. – 11.30 A.M.	<b>Tea Break</b>
Session-III	11.30 A.M. – 01.00 P.M.	<i>Presentations</i>
	01.00 P.M. – 02.00 P.M.	<b>Lunch Break</b>
Session	Time	Descriptions
<b>DAY-2</b>	02.00 P.M. – 02.45 P.M.	<i>'Museums and Digital Domain – Special Lecture</i>
	02.45 P.M. – 03.15 P.M.	<i>Presentations</i>
Session-IV	03.15 P.M. – 03.30 P.M.	<b>Tea Break</b>
	03.30 P.M. – 05.00 P.M.	<i>Presentations</i>

INTERNATIONAL CONFERENCE AND INTENSIVE SEMINAR  
ON

'STRATEGIC TRANSFORMATIONS: MUSEUMS IN 21st CENTURY'

February 13-14, 2014

Science City (13th February) and Indian Museum (14th February), Kolkata

## Tentative Session Schedule

Reception

Session	Time	Description
<b>DAY-3</b> (Feb 13, 2014)	11.00 A.M – 11.30 A.M.	<b>Introductory Sessions</b>
	11.30 A.M. – 12.15 P.M.	<i>'Museums and Human Resource Development'- Special Lecture</i>
Session-V	12.15 P.M.–12.30 P.M.	<b>Tea Break</b>
	12.30 P.M. – 01.30 P.M.	<i>Presentations</i>
	01.30 P.M. – 02.30 P.M.	<b>Lunch Break</b>
Session	Time	Description
<b>DAY-3</b>	02.30 P.M. – 03.30 P.M.	<i>'Museums and Relevance – Special Lecture</i>
	03.30 P.M. – 04.30 P.M.	<i>'Museums and Relevance – community engagement, benefits and active citizenship' - Presentations and Case Studies</i>
Session-VI	04.30 P.M. – 04.45 P.M.	<b>Tea Break</b>
	04.45 P.M. – 05.45 P.M.	<i>Presentations</i>
	07.30 P.M	<b>200 years celebration of Indian Museum, Kolkata and Official Dinner</b>
Session	Time	Description
<b>DAY-4</b> (Feb 14, 2014)	10.00 A.M. – 11.15 A.M.	<i>'Museums and Relevance: Making Changes using Culture as a tool'</i>
	11.15 A.M.–12.00 NOON	<b>Tea Break</b>
	12.00 NOON – 01.30 P.M.	<i>Presentations</i>
Session-VII	01.30 P.M. – 02.30 P.M.	<b>Lunch Break</b>
Session	Time	Description
<b>DAY-4</b>	02.30 P.M. – 03.45 P.M.	<b>'STRATEGIC TRANSFORMATIONS: MUSEUMS IN 21<sup>st</sup> CENTURY'</b> <i>Panel Discussion</i>
	03.45 P.M. – 04.00 P.M.	<b>Tea Break</b>
Session-VIII	04.00 P.M.	<i>Concluding session</i>

## ORGANIZING COMMITTEE MEMBERS

**Patron:**

Dr. Saroj Ghose  
Museum Advisor to the President, Govt. of India  
Former DG, NCSM & Former President, ICOM

**Chair:**

Mr. G. S. Rautela  
Director General  
National Council of Science Museums, Kolkata

**International Advisor:**

Prof. Amareswar Galla  
Chairperson, Inclusive Museum Knowledge Community  
Executive Director,  
International Institute for the Inclusive Museum

**Organising Secretary:**

Mr. Samarendra Kumar  
Director (Hqrs)  
National Council of Science Museums, Kolkata



Community participation in the ICT Camp

**Members:**

1. Mr. S. Mukherjee, Director General, CSVSM, Mumbai
2. Mr. R. Purohit, Director, Allahabad Museum, Allahabad
3. Dr. A. Nagendra Reddy, Director, Salarjung Museum, Hyderabad
4. Dr. J. Sengupta, Secretary and Curator, Victoria Memorial Hall, Kolkata
5. Dr. B. Venugopal, Director, Indian Museum, Kolkata
6. Dr. Arun Kumar Chatterjee, Chairman, ICOM National Committee, India
7. Mr. A. S. Manekar, Deputy Director General, NCSM, Kolkata
8. Mr. A. Dutta Choudhury, Director, Science City, Kolkata
9. Sk E. Islam, Director, Birla Industrial & Technological Museum, Kolkata
10. Mr. S. Chaudhuri, Director, Central Research & Training Laboratory, Kolkata
11. Mr. D. Rama Sarma, Director, National Science Centre, New Delhi



Interaction with 'Fresnel Mirror' exhibit at Science City, Kolkata



A view of the gallery at NSC, Delhi

## COMMUNICATION DETAILS FOR FURTHER INFORMATION

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Visitors observing an exhibition at Science City, Kolkata



'Story of Oil' gallery at Jorhat Science Centre, Assam