Appendix: VII

Information Dissemination through Newspapers

- About Temporary Exhibitions in the museums and art galleries of Kolkata, in the 'Good Morning Calcutta' Column of the 'The Telegraph'—English Daily.

- About Temporary Exhibitions in the museums and art galleries of Kolkata, in the 'Kothai Ki' Column of the 'Ananda Bazar Patrika'—Leading Bengali Daily.

- Advertisement given by the Indian Museum, Kolkata on the occasion of 'Celebration of the Holi' and 'Traveling Painting Exhibition' of Hyderabad State Museum.

- Launching of new products by the Celebrities.

- Launching of Replicas at the Swabhum and Bharatiyam—the Cultural Multiplex, Kolkata, West Bengal.

- News Coverage on the Temporary Exhibition and Cultural Programme on Odissi Dance held in the Bharatiyam—the Cultural Multiplex, Kolkata, West Bengal

- News Coverage on an Exhibition at the State Archaeological Museum, Kolkata, West Bengal.

- Remarks of the Readers regarding museum in the 'The Telegraph' Newspaper—Leading English Daily.

- Media Coverage on the Exhibition, 'Illusion' at the Birla Industrial and Technological Museum, Kolkata, West Bengal.
Information dissemination through Newspaper

About Temporary Exhibitions in the ‘Good Morning Calcutta’ column of the ‘The Telegraph’ Newspaper—the leading English daily


Debut
- An interactive session with Chetan Bhagat, author of Five Point Someone, during the launch of the book at Crossword, at 6.30 pm.
- An exhibition of products developed by women's groups will be opened at Darbari, on Purna Das Road, at 11 am.

Soiree
- A musical adda with Srikanta Acharya and Pratik Chowdhury will be held at Landmark, 6.30 pm.

Art beat
- Summer Show, an all-India exhibition of paintings and sculptures at CIMA Gallery, 2 pm to 7 pm.
- An inaugural exhibition of decorative posters on display at Arts & Ideas Designshop, Shop 213, Swabhumi, noon to 6.30 pm.
- An exhibition of folk art works of Bengal on display at State Archaeological Museum, 11 am to 4 pm.


Fan fare
- Pankha, handfans of the Indian sub-continent, at Victoria Memorial, 10 am to 5 pm.

Celebration
- Centenary celebration of Rotary by Rotary International District 3290, at Oberoi Grand, 6.30 pm.

Art beat
- An all-India exhibition of paintings and sculptures, on display at CIMA Gallery, 2 pm to 7 pm.

Anniversary
- The fourth foundation day of Aamra Mukto Bihanga, an organisation for bachelors and spinsters, at Mukta Angan, 6.30 pm.

Theatre
- Ek Rashik Doubarik — directed by Romaprasad Banik at Madhusudan Mancha, 6.30 pm.
Information dissemination through local Newspaper

About Temporary Exhibitions in the Ananda Bazar Patrika (Leading Bengali Daily) in the ‘Kothay Ki’ (Where What) Column in Kolkata

Museums and Cultural Institutions are:

Swabhumi—the cultural multiplex
Information about Painting, Drawing and Sculpture exhibition of Artist Tapas Sarkar

Gallery La Meyer
Information About Annual Exhibition of renowned artists

Birla Academy of Fine Art and Culture
Annual Exhibition

Academy of Fine Arts: West Gallery
Information About the Mural Exhibition of Artist Soumen Basu

Gallery 88
Information About the Exhibition of Artist Ram Kumar

Indian Museum, Kolkata
Venue Ashutosh Birth Centenary Exhibition Hall
Information About the Temporary exhibition on Recent Collection

Ramakrishna Mission Institute of Culture
Information about the exhibition on Art of Artist Sunil Kumar Pal
Information dissemination through local Newspaper

Advertisement given by the Indian Museum, Kolkata

Information regarding Celebration of the Holi Festival on its Eve in the Museum with the famous Rasa dance and music in collaboration with the India Tourism, Kolkata

Information regarding Traveling Painting Exhibition Coming from The Hyderabad State Museum
Launching of New Product by the Celebrities
Launching of Replica

IN HAND... BUT NOT THE REAL THING: A replica of the Nobel

At the Swabhumi, Kolkata

Terracotta artefacts on display at a festival at Bharatiyam Cultural Centre and (right) a dance performance at the same event

At the Bharatiyam—the Cultural Multiplex
For the love of painting

Rabinarayan Nayak paints for the love of painting. Imbuing luminosity with serenity and eloquence with sobriety, the chromatic forms laid out on the canvas are not mere embellishments. Nayak’s creations on paper are personal expressions of an emotion that we are called upon to respond to. His paintings offer different symbolic forms of Lord Jagannath in a fantastic synthesis of the hand of a master, the mind of a genius and the heart of an ardent devotee. It is a marvelous manifestation of an artist’s perception of the mystical through symbolism. Nayak, in his paintings, has deftly followed the tradition of the art form of Orissa which finds expression in the geometric structure that runs like an undercurrent in his works. Nayak’s paintings offer Calcuttans a glimpse into the world of Orissan art.

Event: Paintings by Rabinarayan Nayak
When: Till today; 4 pm - 8 pm
Where: Bharatiyam Cultural Multiplex

An evening with Odissi

Odissi as a dance form has come to acquire its contemporary structure after having passed through numerous aesthetic changes. It was originally known as Mahari Nritya and was performed as a devotional dance before Lord Jagannath and was primarily reserved as a presentation at temples by special dancers. It was under the artistic patronage of Guru Kelucharan Mohapatra that Mahari Nritya was introduced to the world as Odissi. Utka ika Pahadsingh, a protege of the Guru himself, is in the city with her troupe to enthrall dance lovers with her rendition of this age old dance form. Some of the items that she will present to brighten up the evening include Mangalcharan, Geetagovindam, Dashavtar and Dheere Sameere Yamuna Teere.

Event: An evening of Odissi dance featuring Utka ika Pahadsingh and her troupe
When: Today at 6.30 pm
Where: Bharatiyam Cultural Multiplex, IB-201 Salt Lake

News coverage on the Temporary Exhibitions and Cultural Programme on Odissi dance held in the ‘Bharatiyam Cultural Multiplex of Kolkata in the ‘The Telegraph’ Newspaper—the leading English daily

Information dissemination through Newspaper
Simple crafts once in everyday use

A STAFF REPORTER

Plastic has entered our lives in such a big way that it would not be an exaggeration to say that almost every other article we use every day is made of it. Even in India, where the crafts are still alive and keep renewing themselves to suit contemporary needs and tastes, plastic has all but replaced simple materials such as clay, metal alloys and even yesterday's raw material.

This is the focus of the current exhibition at the State Archaeological Museum near the Behala tram depot. It demonstrates the diversity of materials and objects once produced for daily use at home. These include everything from implements of puja and for making paan, funerary figures, and utensils in objects meant for entertainment and for catering to minor vices such as smoking the hubble-bubble.

The most humble yet beautiful of exhibits is the nakshi katha - an elaborately-embroidered wrap made of old saris once produced in every village home. There are plates, bowls and glasses of bell metal and silver. One missed the gadu without which the bogs were unthinkable. Colourful plastic versions of these are still popular in rural pockets and definitely Bangladesh. Colourful plastic versions of these are still popular in rural pockets and definitely Bangladesh.

From the sublime to the quotidian - there are implements that were used in offices of yore and in the zenana. The paperweights are in the shape of double peacocks or elephants. The boxes and containers meant for preserving betel leaves and lime come in various shapes. One lime container is duck-shaped, while another has a lime aplomb chained to it.

There are some exquisitely carved ivory pieces, including a chess set. The most surprising is a representation of Sita imprisoned in Lanka with Hangman, who has just arrived on the scene, all of it carved between two seashells. The two examples of the totemic trishakti are, however, of a very inferior quality. So is the terracotta hut. The exhibition is on till May 24 between 11 am and 4 pm, when the day is at its hottest.
Remarks of readers regarding museum when they are asked that: Should public access to sites housing heritage artifacts be restricted to once a week?

—By the ‘The Telegraph’ Newspaper—the leading English daily

SAYAN BANERJEE, Belgachia
■ The idea is absurd. Of course visitors are not burglars. Neither are they a hindrance to the imposition of security measures at the site. It is true that some burglars come in the guise of visitors. Therefore security measures should be taken.

TANMOY GHOSH, S.M. Nagar Housing Estate
■ Prevention is better than cure. It’s unfair to restrict people from seeing heritage artefacts by lessening the visiting days. It will be better if we try to create an atmosphere which will invite more visitors. Tourists are not a matter of concern, security is.

ARIJIT GHOSH, Shyamnagar
■ I don’t think it would be justifiable to restrict visitors who are really interested in seeing our national treasures. Why should all suffer due to the mischief done by some miscreants? Instead, security should be tightened with closed-circuit cameras installed for a strict vigil.

GUNJEET S. WADHWA, Rai Bahadur Road
■ The sites housing heritage artefacts should be accessible to the public through the week. Such restrictions should not be encouraged as it would affect the tourism industry. Opening such sites only once a week would clearly mean that the state is not equipped to protect its treasures. Instead, private security agencies should be deployed to keep an eye round-the-clock.

HARA LAL CHAKRABORTY, Arabinda Nagar
■ Heritage artefacts are public property and the public — be they rich or poor — have the right of access to them. These should be open to view on all days with a reasonable entry fee, which is necessary for proper maintenance. However, for the benefit of the poor, a day of the week may be set aside for subsidised tickets.

SANTOSH CHAKRAVARTY, Unique Park
■ No. The cure for a headache is not beheading the patient. Why should the public be deprived of viewing the artefacts just to prevent burglaries? Reducing public access to archives cannot stop a determined goon from carrying out his mischief. Rather, it is the security arrangement that should be made foolproof.

BIMAN SAHA, Lake Town
■ Restriction of access to heritage sites is not a solution to the problem. This will only disappoint those who wish to visit the sites. The move would also result in a loss of revenue for the authorities. The employees and the security personnel at the heritage sites should be held accountable for the maintenance of the assets. Thefts at such sites are usually not possible without the aid of insiders.

UJJAL BHATTACHARYYA, Entally
■ Public access to sites should not be restricted. Instead, security should be tightened to eliminate chances of any untoward incident. Restrictions can be justified immediately after a theft at a site, but it should not be a long-standing arrangement. Security should be improved instead.

DINABANDHU Mukherjee, Behala
■ Why should people be denied the opportunity to see heritage artefacts? If the site is open only once a week, there is bound to be a rush which the authorities would find difficult to manage. However, some restrictions should be imposed. Entry tickets is an option as is ensuring a safe distance of the visitors from the artefacts.

GOVINDA BAKSHI, Budge Budge
■ Tourists flock to museums and heritage sites to quench their thirst for knowledge about our past. The Mona Lisa was stolen and recovered later. Security has since been beefed up at the Louvre museum in Paris but visitors are not restricted to particular days of the week. In Frankfurt’s leather museum, visitors are monitored by closed-circuit cameras. Therefore, modern devices can be used to protect rare and valuable artefacts.
Media Coverage on the Exhibition ‘Illusion’ at the Birla Industrial Technological Museum, Kolkata, West Bengal

Published in the ‘Ananda Bazar Patrika’ the Leading Bengali Daily
ARE MUSEUMS IN INDIA THREATENED TO SURVIVE?
AN UNEXPECTED QUESTION

Dhriti Ray

(This text is not related to those 10% well known, leading and big museums of India, many of which are of international standard, but to the rest 90% museums, whose total collection and importance are not less than the sum total collection and importance of these museums and which are under crisis.)

Museum is an institute in the service of society. It is not only for storage, preservation and display of objects of past, but also for the edu-entertainment, dissemination of information, which are hidden in its objects, for public’s benefit and to preserve them in people’s mind for generation after generation. But majority of museums in India only display and store objects of past. There is no provision to know more about these valuable assets of our country and maximum people do not want to know about it, due to lack of any attraction or interest. Many museums have written mission, which was given emphasis during the establishment of that museum, but no effort was made to fulfil it later on. Museums are not only for elite people, educated persons and researchers, who can explore museum objects themselves for their requirements. It is for all, and it is the duty of all museums to present information related to their objects to everyone in form of entertainment, so that people can get interest on it and know about it. A person is said surviving when its body functioning normal. Similarly an institute is said surviving when it performs its all vital activities. But maximum numbers of museums in India are not serving in the way they need to survive.

Many people have no clear idea about museum’s functioning; though the concept of museum came here about 200-years back by the British. Majority people believe that museum is a storehouse of ancient objects and dead specimens. It is a shame for museum itself, that in such a long period of time, it fails to inform people about it, neither it make people museum minded nor being the essential part of society. On the other hand entertainment institutes, different entertainment channels and latest the Internet are successfully occupying all the leisure time of people because of its catchy entertainment, quick access and lucrative information. Museums are in competition with these institutes and lagging far behind its popularity and its number of visitors. People like to invest huge amount of money in such entertainment, but not in museums for seeing something because today’s peoples like interaction rather than blind observation. General public opinion is that museums are worthy in having educational purposes, but at the same time this is seen as very boring. Although many people visited large and national museums of the country and difficult to decode them as museum’s lovers, but many small and local museums were unknown and they wait for visitors. If this condition persists visitor’s flow toward these museums will decrease and these museums will be threatened to survive due to lack of activities and poor visitor’s response.

A few museum personnel1 of western India believe that various museums in our country are under threat. The reasons given by them behind the present situation of these museums are:

1Director, Nehru Science Center, Mumbai; Hon. Director Raja Dinkar Kelkar Museum, Pune; Curator, Archaeological Museum, Mandore Garden, Jodhpur, etc.