Appendix: VIII

Paper Published

(Articles related to the Thesis only)


3. "Museum and Internet" is on the Internet in the site “www.geocities.com/indiamuseuminfo” since March 2004 to date.
ROLE OF THE INDIAN MUSEUMS IN NATIONAL INTEGRATION
Baisali Datta

ARE MUSEUMS IN INDIA THREATENED TO SURVIVE?
AN UNEXPECTED QUESTION
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A LITTLE KNOWN MUSEUM IN JHARKHAND
Dr. Pradip kr. Basu

A FEW PROSPECTIVE SITE MUSEUMS IN WEST BENGAL.
Sweta Nandi

SITE MUSEUMS IN INDIA AND THE HA TARQUARI PALACE,
MURSHIDABAD
Professor Samir Kr. Mukherjee

WHEN SCIENCE CENTRES ACT AS SCIENCE TEACHERS
Indrani Bhattacharya

MUSEUM AND TOURISM IN INDIAN PANORAMA
Mahua Chakraborthy

A NOTE ON PLAQUES DEPICTING RHINOCEROS FROM
CHANDRAKETUGURI, WEST BENGAL
Dr. Chhanda Das

TRADITIONAL METHODS OF VISUAL COMMUNICATION IN INDIA
Supreeta Chanda

ENVIRONMENT EDUCATION THROUGH MUSEUMS
Kakoli Sinha

CONTENTS
Indian museums are always under severe financial crunch, thus making them unable to do any public-oriented service. They can only open the door for public museum visit and nothing else.

Two: Few government museums do not have any decision-making power. Museum chen has to look upon the govt.'s permission for every proposal, which is a lengthy process and many museum authorities do not want to involve in this harassment during his period of service. Political instability creates a severe barrier. In this tug-of-war museum can not provide good service for common people.

Three: Museum Acts of a few museums also create problems in various fields. It makes museums a non-profit making organization, for that the museum is unable to generate fund from other sources, like advertisement from corporate houses, private-donors event marketing, charging or raising price of entry ticket, etc.

Four: Lack of communication and public awareness is the serious drawback for museums. Many people do not know about the museums of their neighborhood. People are also not aware of the activities of museums, because of lack of advertisement, publicity and any media relation of museums. For that people do not have any feelings toward the museum functioning and doing work just to remain open the museum.

Five: Maximum museum persons do not have any knowledge of Museology. They don't know how to present, preserve and utilize museum objects and to what extent a museum can serve for the public's benefit. There are many museum personnel who have taken the charge of museum in addition to their scheduled duty in other field or taken charge due to lack of any alternative. Therefore such persons do not have any feeling toward the museum functioning and doing work just to remain open the museum.

Six: Many museums in our country are suffering from an identity crisis. They do not have any feelings toward the museum's status, which it should possess. It is the drawback of museum professional not to make museum as a popular, essential and usable centre in our society.

Seven: There is a huge gap in inter-museum communication. No museum helps others. But inter-museum communication between big and small museums is extremely necessary for the progress of entire museums and to keep record of total treasures of the country.

Eight: There is no competitive mentality in museum professionals to draw the attention of general people towards museum by public-oriented services. They never consider the expectation of today's people from museums.

Nine: There is a lack of motivation in museum workers to give museum that status, which it should possess. It is the drawback of museum professional not to make museum as a popular, essential and usable centre in our society.

Ten: Moreover large number of the people of India is uninterested or less educated and they pretend that museum is not at all understandable to them. To attract them museum should arrange programmes, which is attractive, knowledgeable and beneficial to them.

Many museum professionals do not agree or believe that museums are under threat. They believe that an institution never dies, but they forget that museum is an activity-oriented institute and if the theme of museum is not at all understandable to them, they will not like to visit museum. What today's visitor expects from a museum? What is the barrier between museums and general people? How museums can overcome this situation? A movement by the museum workers is urgently required to popularize museum in our society. A considerable initiative is also needed from the government's side to make compulsory museum visit for every school students in their yearly curriculum, not only to the large museums but also to the nearest small museums. Tourism departments should enroll every museum in its route, because museums store the property of government, therefore government cannot ignore its responsibility. On the other hand many museums have to establish their own society, in the way that a museum is defined. It should break the misconception of general people about museum and rebuild its actual and new image as the museum of 21st century, that is the only way to overcome the unexpected threat of survival of museums.

This is the time to assess that why people do not like to visit museum. What today's visitor expects from a museum? What is the barrier between museums and general people? How museums can overcome this situation? A movement by the museum workers is urgently required to popularize museum in our society. A considerable initiative is also needed from the government's side to make compulsory museum visit for every school students in their yearly curriculum, not only to the large museums but also to the nearest small museums. Tourism departments should enroll every museum in its route, because museums store the property of government, therefore government cannot ignore its responsibility. On the other hand many museums have to establish their own society, in the way that a museum is defined. It should break the misconception of general people about museum and rebuild its actual and new image as the museum of 21st century, that is the only way to overcome the unexpected threat of survival of museums.

Notes and References


Public opinion taken on the people of Mumbai on museums.

Opinions of a few museum personnel working in various museums in New Delhi, Rajasthan, Mahasira, Andaman Islands, Odisha, Madhya Pradesh and West Bengal.

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Published by the Students and Faculty Members of Journalism & PR Departments of Bhavan's College of Communication and Management, Salt Lake, Kolkata.
selected locations covering all states and regional languages. Graduates in agriculture will be manning the Call Centers.

These Centers will operate at three levels; first tier would provide immediate replies to farmers' queries. Unanswered questions, would be transferred to specialists at the second tier. The extension functionary would refer the questions that still remained unanswered to experts at the third tier for reply through phone, post or personal visit.

Mumbai, Kanpur, Bangalore, Chennai, Hyderabad, Chandigarh, Delhi and Kolkata will be the locations in India, where these Call Centers will be situated. Moreover each Call Center will cover more than a state in India.

Call Center In India expected to blossom further

A year ago Daksh had 3,300 people on its rolls and a target of touching 5,000 by 2005, Wipro Spectramind, the country's largest independent BPO company, has hired over 3,500 people in the last eight months and it now has around 8,500 people on its rolls. These are just a few examples of a dizzy increase in the Call Centers in India.

Call Centers in India are of high quality & equipped with sophisticated technology. Work on behalf of well-known multinationals. Call Centers In India are expected to grow in huge numbers in near future, employing millions in different capacities. This is no doubt a good news for the Call Center industry and the unemployed youths in our country.

"Freedom implies not only emancipation from political bondage, but also equal distribution of wealth, abolition of caste barriers and social inequalities and destruction of communalism and religious intolerance."

- Netaji Subhas Chandra Bose
3. Dhrtti Ray

Abstract of the research

MUSEUM INFORMATION SERVICE—ITS MANAGEMENT AND MARKETING FOR THE SURVIVAL OF MUSEUMS IN INDIA TODAY

Museum is an institute in the service of society and its development. It is not only for acquisition, storage, preservation and display of objects, but also for education, research, entertainment and dissemination of information. But majority of museums in India only display and store objects of past and there is no provision to know more about the information related to objects. As a result museums are seriously facing a visitor crisis and a threat in survivability is arising everyday. The core area of the research is dealing with—

Why people are loosing and not getting interest to visit museums and creating crisis in museum’s survivability?

Expectation and desire of today’s people from museums.

How far dissemination of information is responsible for visitors’ dissatisfaction?

How museum can exploit and disseminate its ocean full information for people and help museum for surviving successfully in society?

Where from museum can collect information related to its objects?

How museum can manage human resource, collected data, created information, modes of dissemination, finance and technology to run an Information Service?

How museum can market the service for the benefit of people and museum itself.

The objective of the research is therefore formulated as—

The undertaken research wants to establish the hypothesis that- to strengthen museums, to inform its activities and to provide information about its objects to interested people and to attract people towards museums- an ‘Information Service’ is urgently necessary in museums today. There are many drawbacks in today’s museums, which are all together alarming museums a threatening of extinction. No one attempt is sufficient for proper survival of today’s Indian museums. A ‘Museum Information Service’ can serve as one of the life saving drugs for survival of museums in India today. But implementation of the service is not enough to fulfil its mission, it should be well

http://www.geocities.com/indiamuseuminfo/private/Research_Info.html

http://www.geocities.com/indiamuseuminfo/private/Research_Info.html
managed and highly marketed in society so that it can inform every citizen about it and make museum useful, entertaining, informative centre for the use and access of every category of people.

Article

Museums and Internet

Museum and World Wide Web

The year 1990 is the creation of a new era of World Wide Web, which gives a new dimension in the field of communication and information technology. A World Wide Web site is a collection of text and graphic files made available to the public on a computer connected to Internet. Since the year massive changes have seen in the people's thinking, imagination and expectation in every sector. The Internet is the blessing of new technology and now it is ruling on every field of work and become a necessary part of every progress. Now a person can communicate with any other or any institution, in any part of the world through Internet within a second, investing a negligible amount.

Internet gives many opportunities to museums also to do something for the virtual visitors. It influences the museum users and increases their expectations. Museums are now expected to provide 24-hour-a-day access to every sorts of information, exhibitions, presented in an attractive package. Considering the facts early attempt was taken from Jim Angus, Manager of Information Technology and Web Development at the Natural History Museum of Los Angeles County provides the step-by-step approach to build museum Web site in early 1993. On the other hand Jonathan Bowen of the University of Oxford, successfully launched the first Virtual Library museum pages (VLmp) in the year 1994. It is one of the premier Internet site and a museum directory, established to form global online museum community. For this reason he is consider by many as the "founding father" of the Virtual Library museum pages. In the year 1996, ICOM adopted VLmp (www.icom.org/vlmp) and allowed it to include on its main web site along with its various minor sites around the world.

Latest development of museums Web sites

The museums launched first web sites in the year 1994 are the Reiff museum in Aachen and the German Historical Museum in Berlin. The Canadian Heritage Information Network (CHIN) was the first to maintain a directory containing list of museums in Canada and awarded as "Best of Web" in the "Museum and Web" Conference, 1999 in New Orleans. Like CHIN Russian Cultural Heritage Network (RCHIN) also bring all the Russian museum under a common roof, forming VLmp Russia (www.museum.ru) in English and Russian language in the year 1997. In Britain, Korea, Kenya, Australia etc same efforts were taken to maintain a country wise museum directory. This number is increased to sixty-six, and continuously increasing. These efforts are made to establish a
Link between all the museums present in a country by making a directory of the name, address and objects content of the museums. These websites provide a glance picture of museums of the respective countries.

Besides creating museum's Web site and Vlmp, many Virtual museums are also developed which do not have any existence in reality. Online museum of Lin Hsin Hsin (www.lhham.com.sg) is fall in this category. Lin Hsin Hsin is an artist and poet from Singapore who has created this online museum of her art works. It is one of the great benefits of the World Wide Web that it empowers individuals to show its creativity. MUVA-the Virtual Museum of Arts El Paris (www.diarioelparis.com/muva2) and 24 hours online museum of UK (www.24hourmuseum.org.uk) are two other examples of virtual museum with no corresponding actual museum associated with it.

In India few individual efforts have seen. National Museum, New Delhi; Indian Museum, Kolkata; Prince of Wales Museum, Mumbai; etc. develop their own Web site, but nation wide museum link or Vlmp India is urgently necessary.

Why today's museums need web sites?

Museums of course maintain contacts with public and other museums long before the advent of digital communication through traditional means; such as museum visits, conference, seminars, publications, travelling and mobile exhibitions etc. Now Internet is an excellent addition in the new modes of communication. Because it is very much accessible, attractive, informative, entertaining, and also saves time. It gives opportunity to reach large number of people beyond the boundaries of the city and country. Many museums worry that the access to museum via Internet may reduce the desire to visit real museum, in fact the situation is found opposite. The future of information provision is increasingly digital and online and real challenge is to provide a site that meets the increasing high expectation of the Internet public.

Besides attracting visitors, museum Web site helps in museum functioning, advertisement and public relation. While making a Web site computerized documentation of museum objects with image must be furnished, which is an important job for any museum. To make the site more lively museum has to arrange new programme, exhibition, and has to give reply visitors, which in turn will make the museum more public friendly. Web site with multimedia and audio system can give overall demonstration or guided tour to the virtual visitors before coming in the museum. These visitors will pay more attention to those objects, which they have seen in the Web site, to explore the real thing in their real visit. Through the Web site museum can reach and entertain those persons, who could not able to come in the museum, like old and invalid people, and to those people who resides in the other country, far away from their own root and want to see their country treasure. Web site is the lucrative media of advertisement because it has the provision to tell many things and entertain user. It can attract national and international tourists to visit the museum. Moreover Web site needs to make a nation wide museum link and to keep the record of the treasure of total country.

http://www.geocities.com/indiamuseuminfo/private/Research_Info.html

1/7/05
What Indian museums can do?

Museums in India can do anything for the service of the society, but the major problem is the financial crisis and manpower. It is believed that if there is will then there is way. A museum willing to launch their Web site can hire computer from outside or can give contract to any Govt. affiliated Computer Institute or to the Computer Department of any University to make their Web pages in minimum investment and without appointing new staff. Initial investment will give relief in other works, like photography and computerized documentation, multimedia, guided tour, advertisement etc. As an exhibition museum can demonstrate their web site in museum auditorium or in a spacious room in large screen, to the visitors before entry in the gallery. It will give overall information about museum as a guided tour. Appointment of one staff to operate and update the Web site is sufficient for a museum. This staff will reduce the job of many, like persons in documentation, Guide Lecturer etc.

Govt. also provides grants, but if not then museum can seek help of the corporate sponsors or big portals like yahoo.com also. Good sponsorship may generate required fund for the establishment of Web site and fund to run it. Netscape, Sun Micro-system and Microsoft provide some common commercial solutions, which may help museums for making their Web site. Two kinds of computers are commonly used to make web site: one that run on Microsoft’s Windows NT operating system and other that use a variation of the UNIX operating system.

A museum can provide an arrangement for the museum users within the museum building, by making a paid Cyber Room with at least two computers. Where people can access any object of the museum, can take copy of the image or can watch films according to choice. This service will help many museum users and tourists and will also earn revenue for the museum.

Target groups

In 1998, it was estimated that there were more than 70 million users of the World Wide Web and that number is increasing everyday. Although it is primarily said that the Internet is for the use of urban people, but surprisingly computer hardware selling industries presently expect that, Indian semi-urban areas and villages will generate 40%-45% of their total sales revenues in coming five years. Museum cannot ignore this huge number of virtual visitors. For that museums should make their new strategy to draw attention of these new visitors. Each of these visitors has different expectations from museums. Therefore a proper target group selection is required, particularly for those who are using museum web sites. There are many on-line agencies and search-engines, which are professionally managed and can search out daily, what number of interested user log-in for any museum related query search. Initially, scholars and researchers those are most interested in the museums utilized on-line access, but now school students, service holders, businessmen, housewives etc. all are using the Internet. Therefore museum should analyze mass interests of Internet users, so that it can evaluate itself, and can determined what information resources it require to satisfy the users.

http://www.geocities.com/indiamuseuminfo/private/Research_Info.html
In this respect museum should build its Web site keeping in the mind the different visitors need. Museum therefore, should classify its target people to make the provision for user friendly programme like information helpful for school students, teachers, research scholars, tourists, entertainment for housewives, disabled people etc. An effort should be made to provide information in such formats that are useful to hearing or visually impaired users because next to television Internet surfing is the increasing entertainment for them. Multimedia presentation or good audio and video should support text or Web page, so that both visual and hearing-impaired visitors can be entertained. Web page with related information, images and multimedia presentation will attract visitors. Museum should also give attention to the special visitors like fashion designers, architectures because museum can provide an ethnic platform to them.

**What information museums can provide?**

Museum can utilize the benefits of the Internet in two ways. First: as ‘Museum Cyber-Room’-for real museum visitors, by giving provision for them to surf Internet within museum building. Second: by making ‘Museum Web site’-for virtual museum visitors.

Museum should furnish computerized documentation of museum objects with images, which can be accessed by visitors themselves, in the ‘Museum Cyber-Room’. Here museum can also provide visitors films on museum, various seminars held in the museum, exhibitions, exploration, archaeological sites, wild life, cultural life of India, places of interest, historical sites, monuments etc.

On web site besides selected, illustrated and descriptive museum collection on different pages, museum can give a monthly ‘Museum News’ on its activity in different fields. An important facility that museums can provide is the presentation of online virtual exhibitions, perhaps mirroring actual exhibition in the galleries, both temporary and permanent with audio system. Museum can also give the opportunity to the visitor to see the material in store and those too fragile, sensitive and precious objects, which are not possible to display or to show everyone in the museum.

In the different section of the Web site museum can give different programme for the people of different taste. Like, explanation of scripts written in important manuscripts, on the sculptures; pillars, coins etc. that can be demonstrate in attractive deliberation of speech, using multimedia. It is difficult to tell every visitor during his or her real museum visits. Museum can advertise to provide architectural plans of heritage building, design of textiles, ornaments, beads, images of the motives etc. on their real visit, which is precious to students or interested persons of the respective disciplines.

A consultancy service regarding conservation, preservation and display of the objects, exhibition, administration, training programme etc. can be provided to the small and needy museums through museum Web site. The contact address of the concern person must be given in it; so that interested museums can contact directly.

**How to market Museum’s Web site?**

Building of web site is not enough. The actual task is to popularize its existence in an

http://www.geocities.com/indiamuseuminfo/private/Research_Info.html
unlimited periphery. A competent marketing strategy is therefore very essential, so that museum can receive its desired feedback. It requires a planning to create a Web site that is extensive, entertaining and sophisticated. Web site marketing may be done in two ways, the first one is ‘random publicity’ and the second one is ‘feedback’. For publicity it is very much essential to include museum’s name, its web site address in all major Web directories and search engines, like www.yahoo.com, www.altavista.com, www.indyainfo.com etc. In addition lucrative but low cost advertisement in local newspapers, highlighting its programme of attraction, at least once a week is essential. The web site address should be mentioned in every publication of museum, posters, banners, signboard, letterheads, museum’s envelops, press releases, tourist books etc.

For feedback museum may give attractive prize offer for web site users, who can win it by answering questions given in the web site in consecutive days. Museum can also arrange quiz on museum, receive their suggestion and queries through e-mail. Museum can also offer discount in entry fee and on the price of publication to those virtual visitors who have sent good suggestion in e-mail.

An online contact with school for the teaching assistance and contact with other museums for providing consultancy will definitely prove an essential and useful service for museum through Web. A museum with an online presence need to build up its virtual visitor community just as it is desirable to encourage return visits by real visitors. Every page should include footer that tells the user the name of the museum, the purpose of the page and how to access related information for guided Web site visit. Most Web server can record the number of ‘hits’ per page automatically, and this information could be very helpful in determining how the Web site is being used.

Museum’s benefits

The Internet gives many opportunities for the progress of museum, which never imagine before. It is so much fast and attractive communication media, to which no other media can compete. Taking help of the Internet museum can reach to the people throughout the world and can establish its popularity. Through Web sites museum can build a strong image of scientific achievement, culture, history and treasure of the country and will definitely establish a country’s originality, which are very much interrupted by global corporatization. It will also generate

Then it may receive huge interest among national and international tourists and researcher to visit the real museum and will definitely increase fund. If it will succeed to popular enough corporate sponsors, which will improve the museum’s fund and activity.

Moreover museum is the institute in the service of the society, and it can serve people better through Internet in addition to conventional media. But it should always remember that too much informative and orthodox presentation of Web pages never attract people, so making of Web site needs expert’s idea, improved technology and greatest sophistication.


http://www.geocities.com/indiamuseuminfo/private/Research_Info.html
Programme or item according to the liking of expected visitors

Cyber means space, and a communication via space in form of Internet, through satellite and Cyber-room is the place where using computers can do this communication.

Reference

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