

Museums in India and Changing Priorities towards Publics

Case Study: Heritage Transport Museum

By

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The current phase of the museum industry in Indian context represents the transition and transformation. The tremendous efforts are being put towards assuring stability in order to fulfill public responsibilities. The growing role of public has profound impact on museums' operations, and the visitor is regarded as a customer with the goal of achieving customer satisfaction. The chief objective is to present the role of Indian museums in this scenario, which shall be highlighted through the case study of recently opened museum 'Heritage Transport Museum'.

Brief about Museum

'Heritage Transport Museum' opened in December 2013, in an industrial belt of Gurgaon, is set up with the objective of evolving a multi experiential facility exploring the historicity of transportation with emphasis on the Indian context and become a resource centre for transport development. The museum is run and governed by Heritage Transportation Trust.

The museum consists of thematic collection galleries which are giving a period setting of the yesteryears and which begin with the story of the wheels. The collection includes old wheels, prints, photographs, range of pre mechanized collection that includes horse carriages, bullock carts, palanquins, camel carriages, saddles, vintage cars, two wheelers, buses, railway saloon, aircraft, boats, indigenous vehicles, collectible transport toys and some contemporary artworks and much more.

Role of Heritage Transport Museum in prioritizing the Public needs:

The conceptualization of 'Heritage Transport Museum' is rooted in the need and lookout of people for the place that could offer recreational learning. The programmes offered by the museum create a conducive environment for edutainment. Ever since the museum has opened its door for public it has generated a wide range of audiences that chiefly include tourists, family groups, school students, engineering and architecture students, photographers, designers, filmmakers and artists.

The museum is doing continuous efforts to form a visitor friendly accessibility. The architecture of the building is appealing, visually accessible from different angles of the museum. As one enters the gate of the building, one is greeted by the modified Morris Minor which is turned into a reception desk. Friendly museum personals play a vital role in engaging the visitors through polite and respectful communication. Apart from this the social media is reaching out to wider groups of audiences to communicate the public programmes of the museum.

Public Programmes and Services:

Museum offers a wide range of programmes for public which include regular curated walks, customized tours for children and educational workshops for school students. There is also a provision for entertaining events and activities for corporates and tourists. One of the popular programmes organized in recent past has been Hot Air Balloon Show for French tourist group in collaboration with Le' Passage to India (LPTI). The families are kept entertained through some engaging activities like paint a vintage car, pottery, mask making, create transport mural by joining colourful tiles.

The museum has a provision for arranging and organizing birthday parties and social events for public. The museum is sought as an ideal place to make celebrations amidst the vintage ambiance.

Outreach:

The museum is actively working towards outreach programmes in the public spaces like malls and shopping centres. It is an appropriate way to reach out to public and create accessibility and awareness in order to turn the 'non visitors' into visitors.

Public Participation for Sustainability:

The museum is emerging successful towards balancing the growing role of public in various spheres which leads towards a sustainable development. The audiences bring life to the rich collection through their memories and stories which help us to make a databank of personal stories. The collection is developed through the objects donated by our visitors. Enthusiastic audience promotes the museum through the word of mouth publicity.

Being in a very nascent stage the museum's aim to reach to a large scale of audiences through adopting viable marketing strategies. Heritage Transport Museums looks forward to serve its public efficiently to achieve more and more customer satisfaction.

MUSEUMS IN INDIA: CHANGING PRIORITIES TOWARDS PUBLICS



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INTRODUCTION



THEMATIC COLLECTION GALLERIES







ROLE OF 'HTM' IN PRIORITIZING PUBLIC NEEDS

- ✖ HTM was conceptualized out of consideration for people's look out for places for recreational learning with a twist of fun.
- ✖ Visitor Profile : Tourists, Family Groups, School students, Engineering & Architecture students, Incentive Groups, Photographers, Artists, Film Makers

**Visitor friendly
design and
architecture**

**Use of wide
spaces**



ACCESSIBILITY

**Our hospitable
staff which
engages the
groups and
communicates
respectfully**



**Active Social
Media**



ACCESSIBILITY

Regular curated walks and one on one interaction with curatorial staff



Wide range of activities and Workshops



PUBLIC PROGRAMMES AND SERVICES

**Customised
tours,
activities and
workshops
for students**

**Services for
corporate &
Tourist
groups**



PUBLIC PROGRAMMES & SERVICES

**Fun and
learning
experiences
for families**



**Provision for
celebration of
personal
events and
ceremonies**



PUBLIC PROGRAMMES & SERVICES

Museum Outreach in public spaces



PUBLIC PROGRAMMES & SERVICES

ROLE & PARTICIPATION OF PUBLIC

- ✖ Our audiences bring life to the rich collection of museum through their memories and stories.
- ✖ Enthusiastic public helps in collection development through donations
- ✖ Spread of word of mouth
- ✖ We value the suggestions and feedback provided by our guests

THANK YOU