

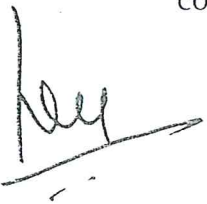
2015

Memorandum of Understanding between Ministry of Culture, Government of India and Vrindavan Research Institute for the year 2015-16

1. This agreement made on 19th March, 2015 between Ministry of Culture, Govt. of India, represented by Director, Museums Division, on the one part and the Director, Vrindavan Research Institute on the other part, lays down the responsibilities, performance indicators and targets duly agreed by both parties, with an objective to achieve organization goals by Vrindavan Research Institute through optimal use of available funds and to ensure proper functioning of Vrindavan Research Institute.

2. Vrindavan Research Institute was established in the year 1968. It was declared as an Institute of National Importance and is supported financially by the Ministry of Culture, Government of India. The Institute is managed by the Vrindavan Research Society and its various committees. The main objectives of Vrindavan Research Society are as follows:

- i. To collect, conserve and study manuscripts in Sanskrit, Hindi, Bengali and any other Language and Script particularly relating to the arts, culture, literature and history of the Braj region;
- ii. To salvage the decaying and vanishing cultural heritage, including manuscripts, archival, material, objects of art and culture, particularly of the Braj region;
- iii. To promote and carry out research in Indology, art, culture and history, particularly relating to the Braj region;
- iv. To establish an advanced conservation Laboratory for preservation and conservation of manuscripts and archival material and other objects of social religious, literary, cultural, artistic and historical value and to carry out research in the scientific methods, techniques, materials and equipment used for preservation and conservation of such objects, and also to undertake such conservation work for persons or organizations of repute on request and receive appropriate fee for such services;
- v. To establish centre to disseminate knowledge of conservation of archival material and cultural objects by instituting teaching and training courses and bringing out publications;



- vi. To publish catalogues, critical editions and translations of important texts, and the results of research work, and to bring out other useful publications;
- vii. To promote and conduct studies and research in Sanskrit, Hindi, Art, History, Sociology, Culture and other allied Indological subjects, particularly related to the Braj region;
- viii. To collaborate with universities, museums, libraries and other academic institutions in India and abroad for achieving and furthering the above objects;
- ix. To organize lectures, seminars, exhibitions, conferences and other cultural activities and to award scholarships, stipends, and prizes to the scholars and writers engaged in the field of preservation and propagation of Braj art, culture and literature;

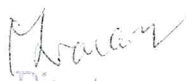
3. Vrindavan Research Institute in consultation with the Ministry of Culture has identified 4 key objectives that it will need to deliver substantially in the next three years to improve its status and to ensure the furtherance of its objectives:

- (a) 4 Galleries of Braj Culture Museum will be made operational in the New Museum Building of the Institute.
- (b) Collaboration with schools, colleges and other institutions for popularizing the Museum will be accelerated.
- (c) New steps will be initiated for increasing the foot-falls through museum marketing.
- (d) Improvement of visitors' amenities.

4. Financial Allocations: Under the annual plan 2015-16, Vrindavan Research Institute has been provided a budgetary provision of Rs. 75 lakh under Plan and Rs. 25 lakh under Non-Plan head. The above funds will be used by Vrindavan Research Institute for achieving measurable improvement in service delivery with reference to the key performance indicators included in Annexure I, and to attain the targets included in Annexure II, of this Memorandum of Understanding.

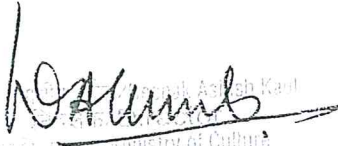
5. Performance and Monitoring: Vrindavan Research Institute will provide Ministry of Culture, Government of India quarterly reports in respect of the achievements on the targets set out in Annexure II of this agreement. The progress achieved will be monitored in a joint meeting six months into the




Director
Vrindavan Research Institute
Vrindavan

financial year and at such other intervals as may be decided by Ministry of Culture. The fund allocation under Plan for Vrindavan Research Institute in future years will be largely dependant on the achievement of the targets as laid down by this agreement.

Signed on behalf of Ministry of
Culture, Government of India


Director (Museums)
Ministry of Culture
New Delhi

Date: 19th March 2015

Place: New Delhi

Signed on behalf of
Vrindavan Research Institute


Director
Vrindavan Research Institute
Vrindavan

**KEY PERFORMANCE INDICATORS FOR VRINDAVAN RESEARCH
INSTITUTE 2015-16**

Administrative Matters:

1. Training of staff
2. Budget allotment and expenditure incurred to meet quarterly targets
3. Number of Court cases pending and compliance with directions of the Court
4. Number of Audit paras and action taken on the observations of audit
5. Timely submission of papers, documents, reports etc. to Ministry of Culture
6. Ensuring compliance of the Raj Bhasha Policy.
7. Ensuring implementation of recommendations/suggestions of the Parliamentary Standing Committee.
8. Online monitoring of court cases.

Outreach Measures:

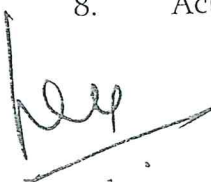
1. Outreach programmes/workshops/competitions organized for different age groups
2. Printing of pamphlets and guidebooks for visitors
3. Measures adopted to advertise and market the Museum
4. Friends of Museums – registration of Members

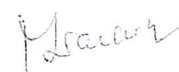
Modernisation of Museum:

1. Modernisation of galleries by installation of modern lighting and display
2. Galleries opened/re-opened
3. Installation of interactive digital kiosks, audio guides and LCD screens
4. Upgradation of Security gadgets
5. Improvement in visitors amenities

Museum Activities:

1. Exhibitions, Seminars and Lectures organized
2. Physical Verification of objects
3. Number of Objects conserved and preserved
4. Number of Objects rotated
5. Collaboration with Schools, Colleges and other Institutions for popularizing the museum
6. Steps initiated for increasing the footfalls
7. Publications and Research work
8. Activities on Chaitanya Mahaprabhu



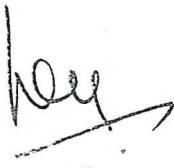


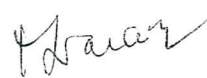
E-Governance:

1. Development of an online system for application of various services being provided by the organization
2. E-ticketing
3. Digitization of library books and uploading of a catalogue on the organization's website.
4. Development of an online e-accounting system.

Others:

1. Assess needs for skill development and create tailored training modules.
2. Make an inventory of cultural spaces under the charge of the organization.
3. Increased presence on social media (Facebook/ Twitter/You-tube and website).
4. Create online system for application of various services being provided by the organization.
5. Provide promotional films to Doordarshan and make an inventory of films.
6. Uploading of RFD on the website of Cabinet Secretariat.
7. Preparation of annual income and expenditure account by the organization (Profit centre).
8. Activities on project Mausam.
9. Identification of organization's lands and buildings and maintenance of Asset Register.
10. Maintenance of reservation roster.
11. Introduction of video show for guidance of visitors to the Museum.
12. Preparation of basic documentary CD for 5-10 minutes giving introduction, activities and achievements of the organization.
13. Double entry book-keeping.
14. Compliance of instructions of Cabinet Secretariat, PMO and MoC, especially with respect to Swachh Bharat campaign.
15. Timely submission of monthly, quarterly, half-yearly and yearly returns in respect of administrative, financial, plan and non-plan expenditure and other important activities.
17. Printing of advance calendar of events.




Director
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TARGETS FOR VRINDAVAN RESEARCH INSTITUTE - 2015-16

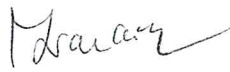
Sl No	Item	Targets
1	Arranging Outreach Programmes/ Workshops/Competitions organized for different age groups	10
2	Printing of pamphlets and guidebooks for visitors	2
3	Friends of Museums and other societies - registration of new members	100 new members to be added
4	Modernization of galleries by installation of modern lighting and display techniques	LED lighting to be installed in 2 galleries
5	Installation of interactive digital kiosks, Audio guides and LCD Screens	2 LCD Screens to be installed
6	Creation of New visitors' amenities or improvement in visitors' amenities	2 visitors' facilities to be upgraded
7	Exhibitions, Seminars and Lectures to be organized	10
8	Physical verification of objects	200
9	Conservation and preservation of objects	50 objects to be given Preventive & Curative Treatment
10	Rotation of objects	25
11	Collaboration with Schools, Colleges and other Institutes for popularizing the museum	10
12	New steps initiated for increasing the footfalls - Museum marketing	To initiate 2 new programmes
13	Year on year increase in the number of visitors	10% over the previous year
14	Staff training	Training needs assessment to be completed for all officers and staff; 2 staff to be trained.
15	Swachh Bharat campaign - number of activities to be undertaken.	6 activities to be organized
16	Assess needs for skill development and create tailored training modules.	For all employees
17	Make an inventory of cultural spaces under the charge of the organization.	To be completed during the year.
18	Increased presence on social media (Facebook/Twitter)	All activities to be uploaded on social media sites on a continuous basis

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19	Create online system of accounting.	To be completed during the year.
20	Carry out performance audit of the organization.	To be completed during the year.
21	Provide promotional films to Doordarshan and make an inventory of films.	To be completed during the year.
22	Uploading of RFD on the website of Cabinet Secretariat.	As per timelines.
23	Preparation of annual profit and loss account by the organization.	To be completed during the year.
24	Activities on project Mausam.	5 activities to be organized
25	Identification of organization's lands and buildings and maintenance of Asset Register.	To be completed during the year.
26	Maintenance of reservation roster	To be completed during the year.
27	Introduction of video show for guidance of visitors to the Museum.	To be completed during the year.




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