

राष्ट्रीय विज्ञान संग्रहालय परिषद  
**National Council of Science Museums**  
Block-GN, Sector-V, Bidhan Nagar  
कोलकाता/Kolkata-700 091

संख्या/No. I-11013/3(122)/2019 11119

दिनांक/Dated: July 2, 2019

कार्यालय ज्ञापन/Office Memorandum

**Sub: Ranking of Science Museums/Centres functioning under NCSM**

The Governing Body, NCSM in its 122<sup>nd</sup> meeting held on June 20, 2019 at National Science Centre, Delhi, accorded in-principle approval to the guidelines for ranking of Science Museums/Centres functioning under NCSM, vide Agenda Item No.122.7, as per **Annexure 'A'**. It was also suggested that input from Shri G.S. Rautela, Ex-DG, NCSM & Member, GB, NCSM and feedback from stakeholders may be considered before implementation.

  
(चंद्रकांत दास/C.K. Das)  
सचिव/Secretary

To :-

- 1) Directors [NSCM/NSCD/NCSM(Hqrs.)/Science City/CRTL/VITM/BITM/NE]/  
MD, CMD
- 2) PPS to DG, NCSM
- 3) CoA/Dy. CoA of all NCSM units
- 4) SO, NSCD
- 5) Dy. CoFA, NCSM (KKM/BC)
- 6) PRO & Hindi Cell, NCSM
- 7) Office copy



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संस्कृति मंत्रालय, भारत सरकार  
Ministry of Culture, Govt. of India  
कोलकाता/Kolkata-700091

**Annexure 'A'**

**Guidelines for ranking of science centres/museums  
functioning under NCSM**

**Introduction**

The science centres and science museums functioning under NCSM primarily engaged in enhancing public engagement and appreciation of Science and Technology with some of the following objectives:

- To popularize science and technology for the benefit of students and the common man through science based exhibits, exhibitions and educational programmes.
- To supplement science education imparted in schools and colleges in a non-formal way and to organize various out-of-school educational activities to foster a spirit of scientific enquiry and creativity among the students.
- To develop scientific attitude and temper and to create, inculcate and sustain a general awareness amongst the people in order to promote a Culture of Science in the country.
- To collect, restore and preserve important historical objects, which represent landmarks in the development of science, technology and industry.
- To extend Catalytic Support to universities, scientific & technical institutions, museums, schools and colleges or other bodies in setting up science centres/museums and also in training of personnel for science museum profession

Presently, NCSM has 23 operative science centres/museums opened to public spread across the country. They can be broadly grouped as below:

- |      |                                     |           |
|------|-------------------------------------|-----------|
| i.   | National level centres              | : 5 nos.  |
| ii.  | Regional Level centres              | : 8 nos.  |
| iii. | Sub-Regional/District level centres | : 10 nos. |

These three-tier grouping is basically in terms size of the centre, no. of staff, budget, scale of operation etc. However, the objectives of the centres remain same. While looking into the footfall, revenue generation, media presence etc. it has been found that some of the centres are performing very well while some of them are lagging in some aspects. In fact, some of the science centres at RSC, SRSC level have surpassed the other national level museums in terms of footfall and revenue earning.

In order to encourage & motivate such centres and also to instil a culture of improvement, innovativeness and novelty in performance, networking and good governance, it is necessary to evaluate the activities of the Science Museums/ Science Centres on all India basis and rank them according to their overall rating on some parameters as advised by the Governing Body of NCSM in its 119<sup>th</sup> meeting held on 24.08.2018. In order to give a level playing field to all the museums/centres, the ranking are to be done separately for National, Regional and Sub-Regional/District level science centres/museums.

The parameters considered for ranking of the science centre are detailed below with weightage:

Sr. No.	Parameter	Weightage
1.	S&T deliverables	20%
2.	Visitor's Footfall	20%
3.	Revenue & Expenditure	25%
4.	Feedback by visitors on public amenities	10%
5.	Employees' Happiness Factor	5%
6.	Upkeep & maintenance	5%
7.	Networking with state government/ Central Government/ Public Sector Undertaking/ R&D and like-minded organizations in maximizing the output of the Centre	5%
8.	Implementation of Government Policies	5%
9.	Social Media presence	5%
	Total	100%

All the centres will be asked to submit the filled up performa (attached at Annexure-I) at the end of the every Financial year. The parameters have been further detailed with items having both qualitative and quantitative output.

**Annexure I**

**Name of the Science Museum/Centre: .....**

<b>Parameters</b>	<b>Data to be filled by the Science Centre</b>	<b>To be filled up by NCSM(Hqrs.)</b>
1. S&T deliverables	Particulars (details to be provided separately)	Score
a. Exhibits conceptualized & developed		
b. Exhibitions & Galleries developed		
c. Educational programmes organized		
d. Community programs organized (science festival, science expo etc.)		
e. Outreach programs organized		
f. S&T Publications (brochures/booklets) made by the centre		
g. Artefacts acquired & documented		
h. Patents/copyrights filed and awarded for new exhibit display technology and in Innovation Hubs		
i. Science demonstration kits developed		
j. Special achievements in S & T domain		
<i>Score: All items will have a weightage of 10% and maximum score will be 10 for each item.</i>		
2. Visitors Footfall	Target	Achievement
		% increase/decrease
a. On-site visitors both general and students in groups		
<i>Score: If 95% of target achieved, then 10 marks. Thereafter for every 1% increase in visitors, 1 marks. In case of decrease in visitors less than 95% of the target (not due to unforeseen reasons) then (-) 1 marks for each 5% less achievement.</i>		

3. Revenue & Expenditure	Budget	Actual Expdt. made				
a. Revenue Expenditure under GIA General (Excluding Pension, retirement benefits & depreciation for National Level centres)						
<i>Score: If within the budget, then 10 marks. For every % increase over the budget, -1 and for every % saving 1 marks bonus.</i>						
Revenue earned from all sources	Target	Achievement				
b. Total Revenue Earned by the Centre						
<i>Score: If target achieved, then 10 marks. For every % increase in achievement over the target, +1 and for every % decrease in the achievement, -1 marks.</i>						
d. Expenditure per visitor [(GIA-Gen + GIA Salary)- Total revenue earned/Total number of Onsite paid visitors only ]						
<i>Score: Will be done on percentile basis in same category of science centres.</i>						
4. Visitor Amenities (Based on feedback by Visitors - Annually 1200 random samples in each centre)	Excel lent	Very Good	Good	Averag e	Poor	Score
a. Cafeteria						
b. Public amenities (such as wash room)						
c. Availability of Resting places						
d. Availability of Medical/ First Aid facility						
e. Service of Security Guards						
f. Cleanliness in the campus						
g. Working of exhibits						
<i>Score: Excellent =5, Very Good =4, Good=3, Average =2, Poor= (-1)</i>						
5. Employees' Happiness Factor	Particulars				Score	
a. No of genuine grievances received from/complaints made by staff members (court cases excluded)						
<i>Score: No complaints – 5 marks, -1 for every genuine complaint.</i>						

6. Maintenance	%	Score
a. % of Exhibits in working condition (Annual average)		
<i>Score: 10 for 95% and above, 8 for 90% to 95%, 6 for below 90% - 80%, thereafter -1 for every % less.</i>		
7. Networking with state government/ Central Government/ Public Sector Undertaking/ R&D and like-minded organizations in maximizing the output of the Centre	Particulars	Score
a. No of collaborative programmes organized by the centre with networking.		
<i>Score: 02 for each programme. Maximum marks 10.</i>		
8. Implementation of Government Policies		Score
a. Implementation of GoI policies such as Reservation policy, disposal of RTI cases etc. (Yes or no)		
<i>Score: If yes, then 5 marks and -1 for each non-implementation.</i>		
b. Whether Rajbhasa policy is implemented in the centre i.e. achievement of quarterly and annual targets as per directives (Yes/No)		
<i>Score: If yes, then 5 marks and -1 for each non-implementation.</i>		
9. Social Media Presence	Nos.	
a. No. of hits on the website (annual)		
b. No. of followers on Twitter		
c. No. of followers added on Facebook		
d. No. of posts made on Facebook		
e. No. of likes on Facebook		
f. No. of shares on Facebook		
g. No. of views on YouTube		
h. No. of subscribers added on YouTube		
<i>Score: Will be done on percentile basis in same category of science centres.</i>		