

# *Innovating to reach : marketing 'expertise'*



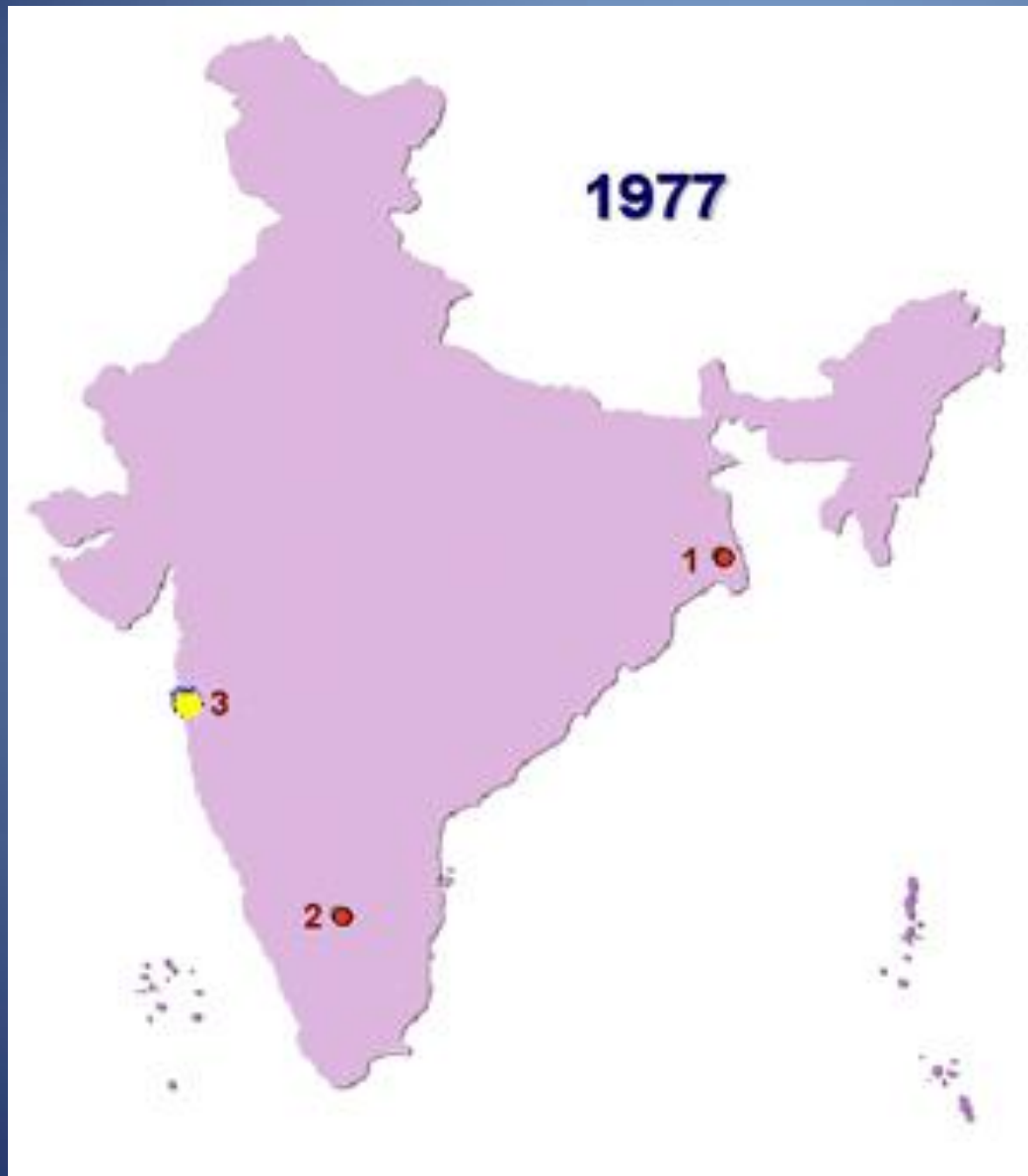
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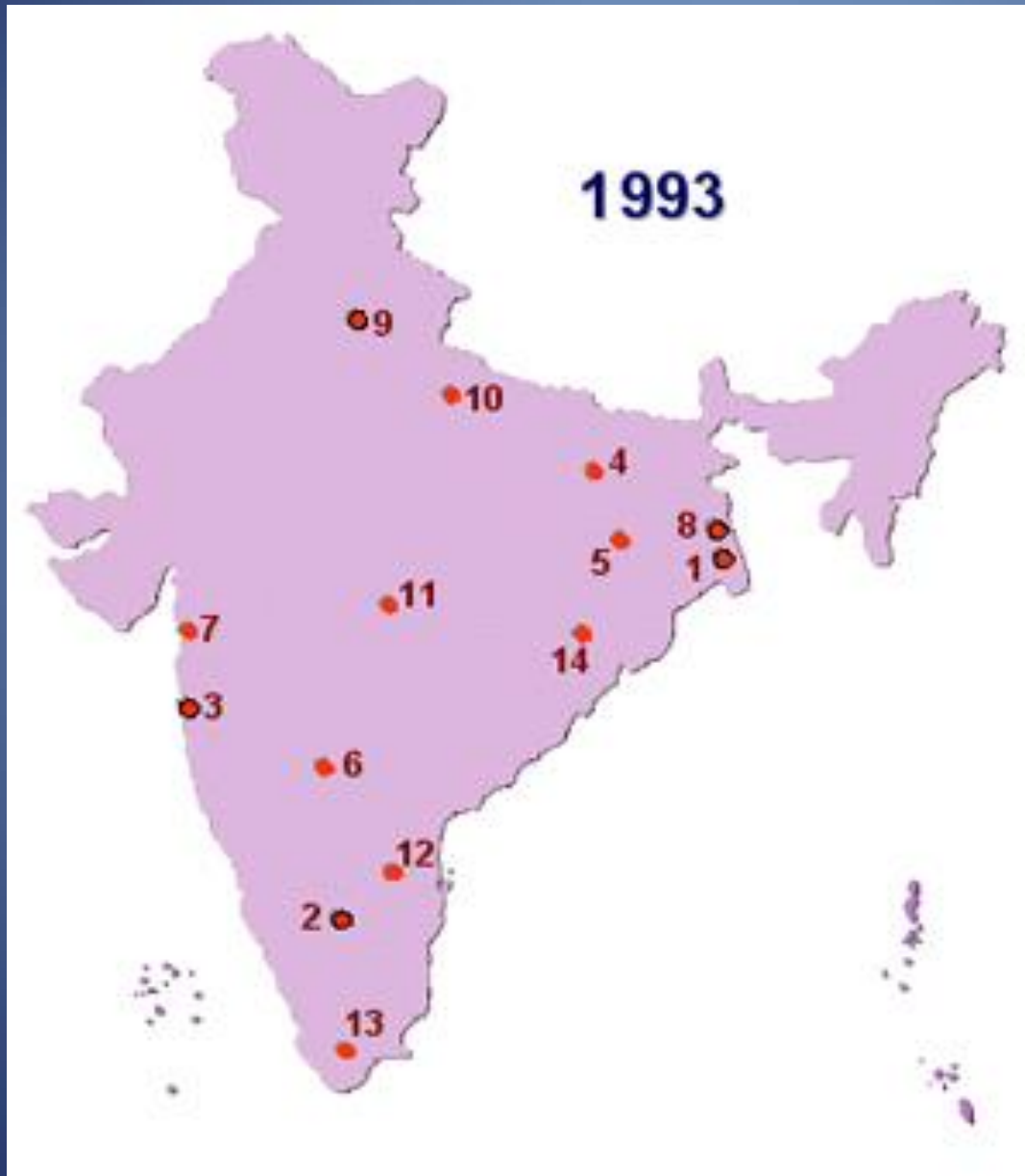
**Bursa, November 2014**

# A growing network .....



1. BITM Kolkata
2. VITM Bangalore
3. New Project in Mumbai (Bombay)

# A growing network .....



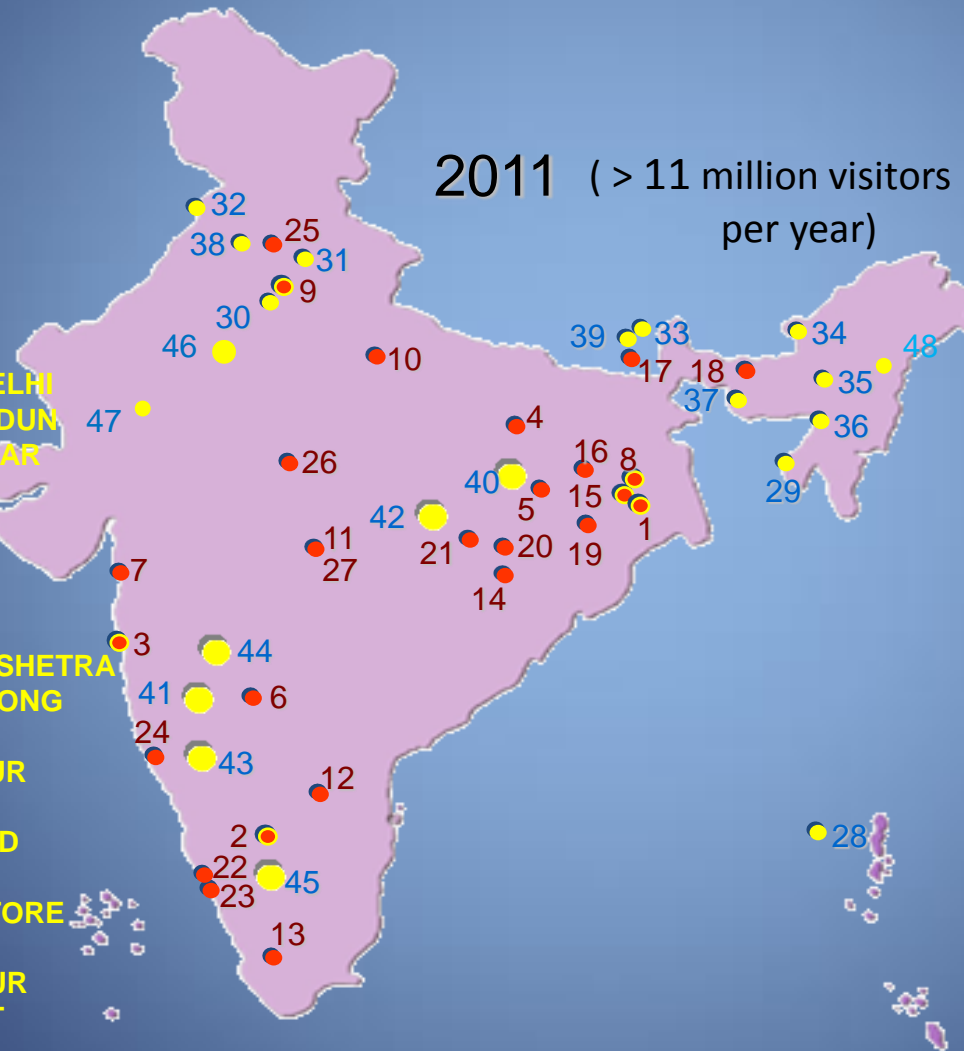
1. BITM, KOLKATA
2. VITM, BANGALORE
3. NSC, MUMBAI
4. SSC, PATNA
5. DSC, PURULIA
6. DSC, GULBARGA
7. DSC, DHARAMPUR
8. NCSM HQRS. & CRTL, KOLKATA
9. NSC, DELHI
10. Regional Sc.City, LUCKNOW
11. RSC, NAGPUR
12. RSC, TIRUPATI
13. DSC, TIRUNELVELI
14. RSC, BHUBANESWAR

# A growing network .....

2011 (> 11 million visitors per year)

- 28. SC, ANDAMAN
- 29. SC, AIZAWL
- 30. NASM, NEW DELHI
- 31. ONGC, DEHRADUN
- 32. MRSP, AMRITSAR
- 33. SC, GANGTOK
- 34. SC, ITANAGAR
- 35. SC, DIMAPUR
- 36. SC, IMPHAL
- 37. SC, SHILLONG
- 38. KCMP, KURUKSHETRA
- 39. SRSC, KALIMPONG
- 40. RSC, RANCHI
- 41. SRSC, SOLAPUR
- 42. RSC, RAIPUR
- 43. RSC, DHARWAD
- 44. SRSC, PUNE
- 45. RSC, COIMBATORE
- 46. RSC, JAIPUR
- 47. SRSC, JODHPUR
- 48. SRSC, JORHAT

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- 13. DSC, TIRUNELVELI
- 14. RSC, BHUBANESWAR
- 15. SCIENCE CITY, KOLKATA
- 16. DSC, BARDHAMAN
- 17. NBSC, SILIGURI
- 18. RSC, GUWAHATI
- 19. SRSC, DIGHA
- 20. SC. PARK, KAPILAS
- 21. SRSC, DHENKANAL
- 22. RSC & PLANETARIUM, CALICUT
- 23. R. PLANETARIUM, CALICUT
- 24. SRSC, GOA
- 25. KPSC, KURUKSHETRA
- 26. RSC, BHOPAL
- 27. RAMAN PLANETARIUM, NAGPUR



## *Expertise (stage 1) developed for*

- ❑ feasibility studies and planning turn-key projects
- ❑ interactive exhibit design and prototype development
- ❑ fabrication of exhibits – indoor and outdoor
- ❑ display
- ❑ use of latest technologies
- ❑ imparting training at all levels

Vendors were not readily available

# Development Centres – stage 1

- ❖ Birla Industrial & Technological Museum (BITM) - Kolkata
- ❖ Visveswaraya Industrial & Technological Museum (VITM) – Bangalore
- ❖ Nehru Science Centre – Mumbai



Birla Industrial & Technological  
Museum, Kolkata



Visveswaraya Industrial &  
Technological Museum, Bangalore



Nehru Science Centre, Mumbai

## Issues considered

- Rising demand for exhibits for new centres
- Increase in demand for exhibits and professional services from overseas customers.

## *Expertise (stage 2) developed for*

- ❑ computer/microprocessor aided exhibits
- ❑ new audio-visual systems and remote interactives
- ❑ production of 3D films
- ❑ virtual reality based exhibits
- ❑ animatronics
- ❑ research and experiments
- ❑ intellectual property safeguards

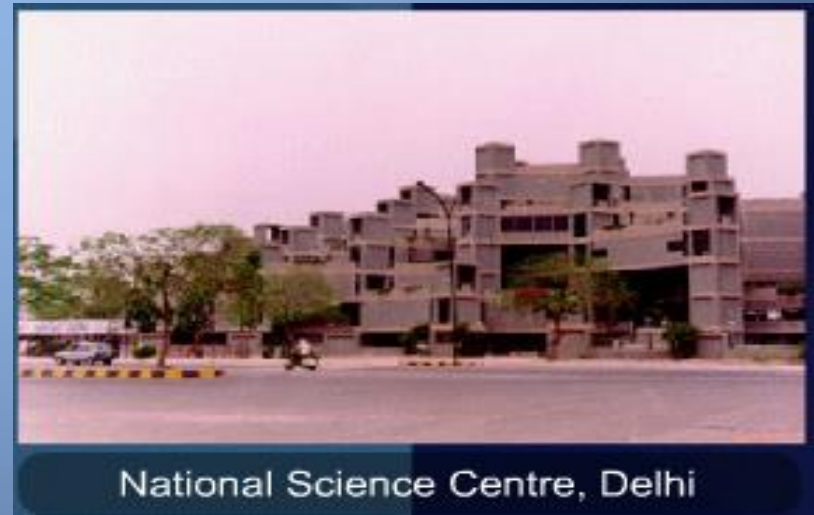


## Issues considered

- Rising demand for external Turn-key projects
- Increase in the demand for travelling exhibitions – domestic and overseas
- Need for training to build a competent human resource base in the organisation

## Development Centres – stage 2

- ❖ Central Research & Training Laboratory (CRTL)  
– Kolkata
- ❖ National Science Centre - Delhi



## *Expertise (stage 3) developed for*

- ❑ project management and monitoring
- ❑ marketing
- ❑ consultancy
- ❑ logistics

# Issues considered

## NCSM wanted to

- Explore the market for scientific exhibits and related services for setting up and managing science centres outside the NCSM network and identify appropriate marketing strategies, structure and processes to be pursued.

# Development Centres – stage 3

## ❖ Central Research & Training Laboratory – II

- ❑ Academic wing
- ❑ Creative Museum Designers (CMD)  
– a subsidiary company of NCSM



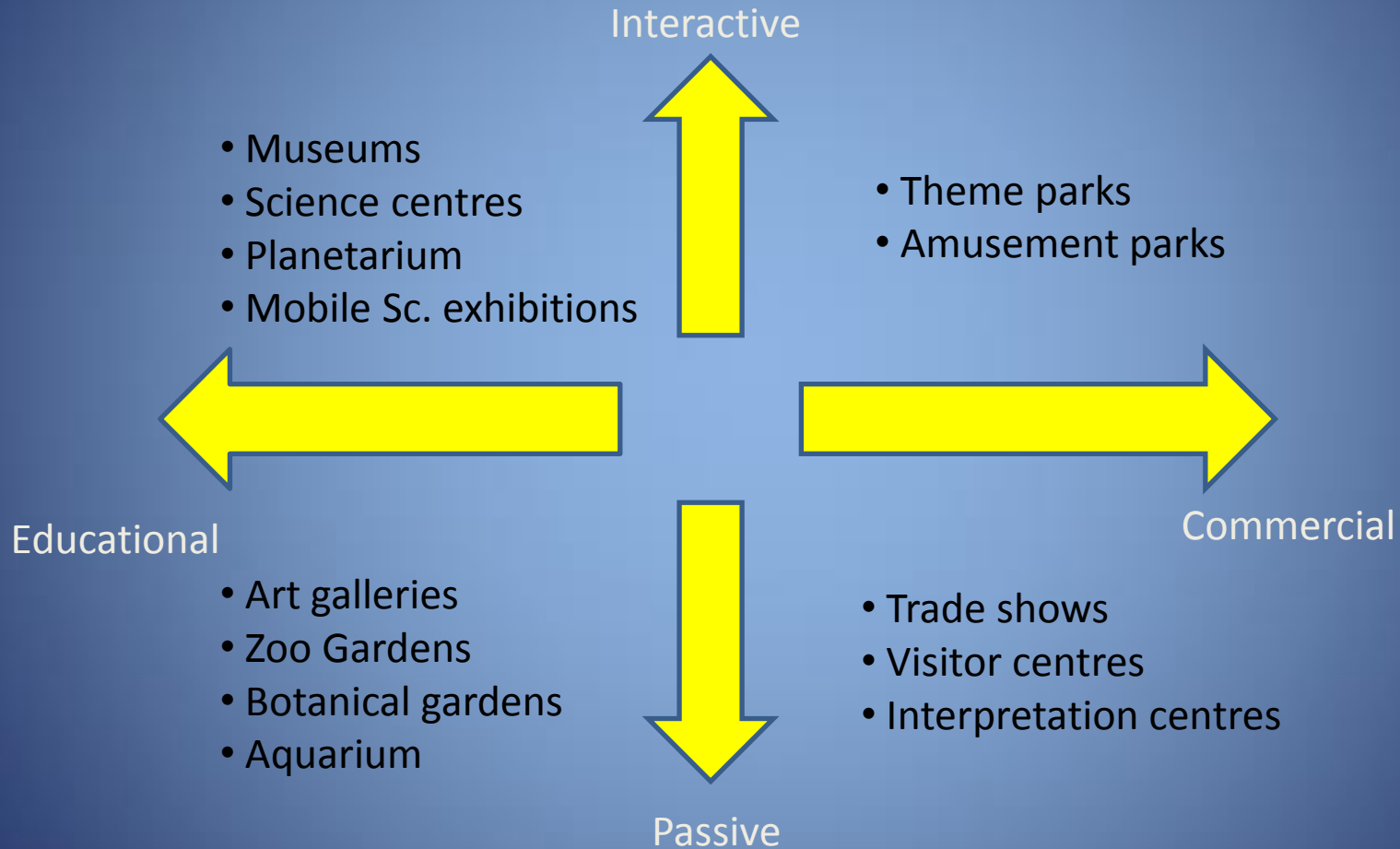
## Action plan

- ✓ Study market demand and identify opportunities, domestic and overseas, for exhibits and related services,
- ✓ Examine NCSM's infrastructure and capacity for necessary restructuring of organisation.
- ✓ Assess and apply appropriate capacity building mechanisms for internal facilities and vendor
- ✓ Assess marketing training needs and establish appropriate structures and processes

# Market

- Annual operating budget of Science Museums and science centres around the world is about 2 Billion USD out of which approximately 650 million USD is spent on exhibit building.
- Market is functionally segmented
  - Museums, science centres, planetarium, education supplements
  - Theme parks, amusement parks
  - Tradeshows, visitor centres, interpretation centres
  - Art galleries, zoological and botanical gardens, Aquarium
  - Mobile science exhibitions

# Market segmentation





# Service profile

## ➤ Consultancy

- conceptualisation
- feasibility studies
- detailed project report
- master planning

## ➤ Design

- research
- exhibit design
- graphics
- labels

## ➤ Fabrication & installation

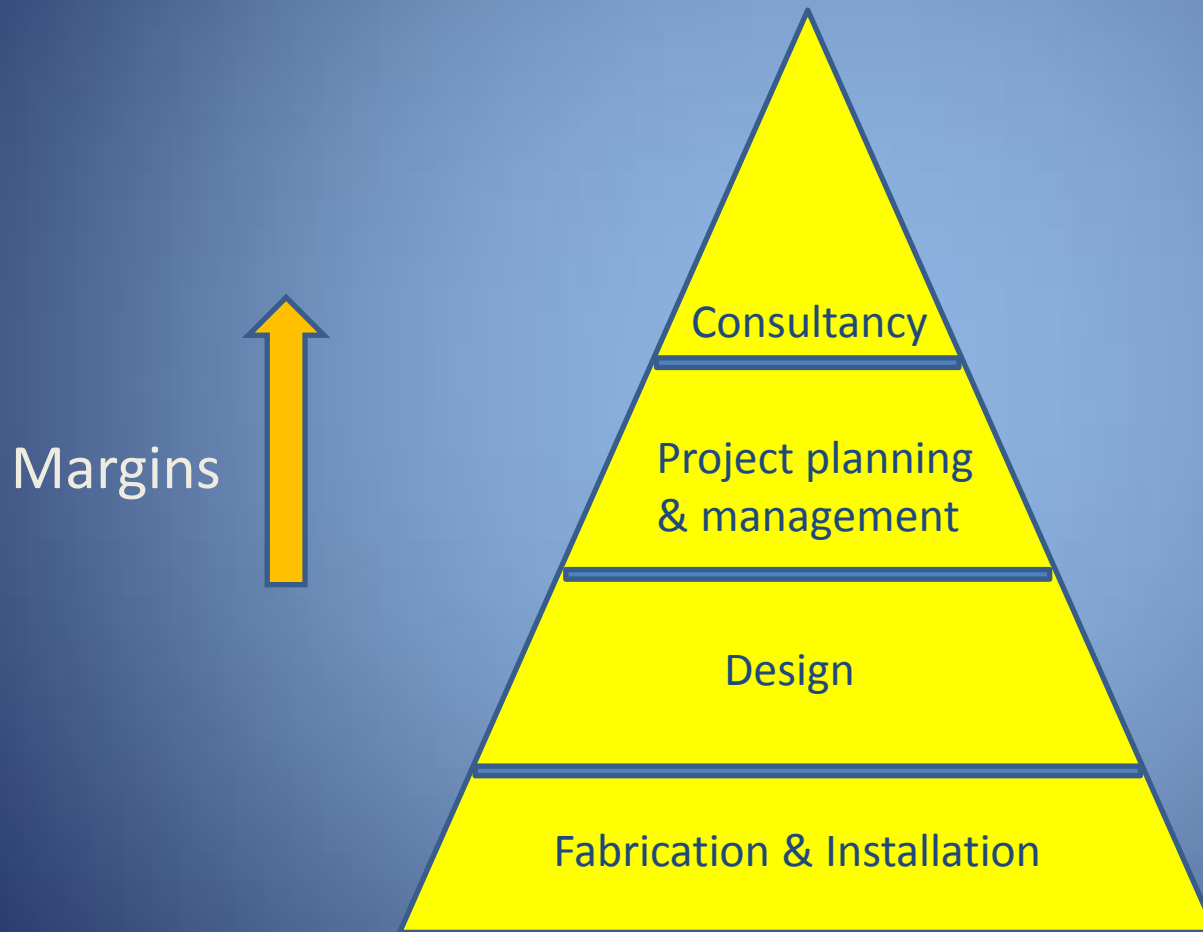
- supervision
- evaluation

## ➤ Project management

## ➤ Turn key service

- all the above
- human resource development

# The value chain



# Critical resources for success

❖ Human resources

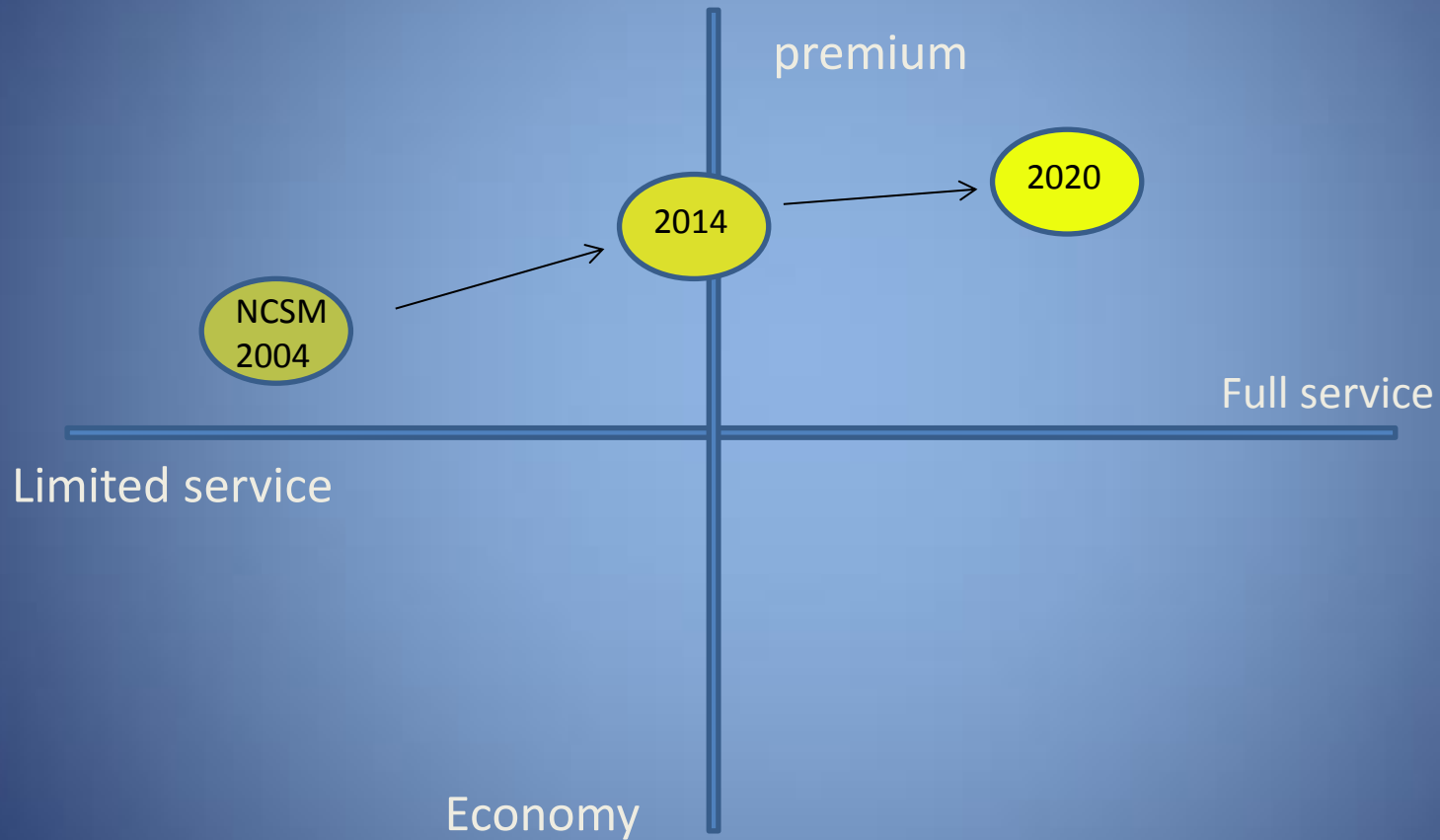
❖ Organisational flexibility

- developing vendors
- sharing resources
- Developing project management skills

❖ Project management skill

- identifying match between resources and task
- identifying billability of resources for accurate pricing
- staging and monitoring of project on software platforms

# Positioning



# Strategy

## ➤ Consultancy & Design

- high margin
- less competitive
- less resource deployment (less stress on organisation)

## ➤ Exhibit fabrication and installation

- higher revenue
- lower margin
- highly competitive
- brand image (avoid being branded *cheap*)
- higher resource deployment

## ➤ Turn-key projects

- High revenue
- high margin
- competitive
- high resource development

# Tools

## ☐ Internal demand assessment

- 3 to 5 years plan - *new centres, new galleries, exhibitions*
- cushion for push-in projects

## ☐ Publications

- exhibit catalogues
- exhibition brochures

## ☐ Website & other online posts

## ☐ Networking

## ☐ Showcasing in major conferences

# Projects at hand of CMD

## Recently completed projects

- 1.Designing of Astronomy Gallery, Rampur and
- 2.DPR for Chaityanya Mahaprabhu Museum
- 3.DPR for Surat Science Centre
- 4.DPR for Planetarium, Ranchi

## On-going Projects

- 1.Financial Literacy centre & RBI Museum
- 2.Surat 3D Theatre
- 3.Hall of Nuclear PowerTNSCC
- 4.DPR for National Geoscience Museum
- 5.Surat Science Centre galleries
- 6.DPR for National Biodiversity Museum,
- 7.Ranchi Planetarium Project
- 8.Rain Museum

DPR – Detailed Project Report

[www.ncsm.gov.in](http://www.ncsm.gov.in)

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*Thank you*