

STATE BANK MUSEUM Progress Report 2013-2014



State Bank Museum & Art Gallery

Progress Report
July 2013 - June 2014

Our Team

Director

Dr. Asma Ibrahim

Executive Secretary

Muhammad Ajmal Khan

Antiquity Registrar

Tanveer Afzal

Conservationist

Saeed Ahmed

Exhibition Developer

Muhammad Ejaz Khan

Modeller

Altaf Ahmed

Gallery Officers

Muhammad Aslam

Roop Basant

Fareed Ahmed

Ghulam Mustafa

Muhammad Ashraf

Muhammad Zubair

Message from the Director



Why should you read this message?

There are several reasons.

I am pleased to write this message for the readers with the hope that you will go through this progress report of the Museum thoroughly and will come back to the Museum if you haven't visited, to visit and if you already have visited and have some suggestions, critical view some future collaboration plans, exhibitions of your collections etc. which you want to share with us.

The state bank Museum was inaugurated on 1st July 2011, since its inception in the world of Museums which is really a short span of time though, it has done some great achievements to its credit, such as being the member of ICOM, and then CAM, which is International Council of Museums and Commonwealth Association of Museums, this makes it unique in the existing Museums of Pakistan.

This Museum mainly concentrates on indirect Education which is possible only through the Museums, exhibitions, talks/lectures, working with communities, education made easy for physically challenged people and students.

This is the only Museum of Pakistan which is wheel chair friendly, special guided tours not only for everyday visitor but also for physically challenged people are arranged.

Our special education programs and summer/winter and other workshops arranged for children from 3 years till the age of 15 years are very popular.

Our first badge of younger participants, which is now 5 years old, have started owning the Museum, and now serve as volunteer and guide for the 3 year participant. I am so glad to see that they claim to own the Museum. My main objective is achieved, I wanted to plant this seed at the youngest level, and maybe I will not be there to see the fruit of the plant I have planted but am sure to say that this is going to make the difference in our education system and culture. This is the right age to feed the data in the brain, and I feel proud to say that the State Bank Museum is doing this job, it is just a matter of few years after which we will be able to see the results of this work.

Not only in the field of education but the Museum is playing a vital role in the preservation of our cultural heritage, arts and crafts, the crafts which are dying away very quickly, with the help of its souvenir shop, which is catering for the need of our own staff, visitors, and international visitors to take away the souvenirs of our country. This shop is now becoming a major source of income for many craftsmen and at the same time a big service for our cultural heritage.

This is the second progress report of the Museum covering the activities from June 2013-June 2014, and one can notice the progress in every aspect.

My acknowledgements are due to the staff who is working hard all over the year, taking care of the huge groups of children and managing them well, special thanks to Mr. Tanveer Afzal, Antiquity Registrar and then Mr. Muhammad Ejaz Khan Exhibition Developer who played main role in bringing the final format of the report.

A handwritten signature in black ink, reading "Asma Ibrahim". The signature is fluid and cursive.

Dr. Asma Ibrahim
Director Museum & Art Gallery
State Bank Of Pakistan

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Pakistan is one of the very few places in the world where the currency developed from its very rudimentary form to the advanced level of coinage. To document this interesting history, the idea of establishment of Money Museum developed where educational activities and outreach program for the general public especially for the students and children may be executed as in the world Monetary and Archives Museums are necessary adjuncts of Central Banks. Knowing the importance and for materialization of this plan the former Governor of SBP Mr. Hasnain in early 1960 assigned this task to the Director, Public Relations to visit to Bank of England to learn as well as to study about the Museum of Bank of England. An Archives Museum was established at 5th Floor of the Main SBP Building. On account of renovation and reconstruction of the Building this Museum was wound up in September, 2002. Later in 2004 it was decided to establish a new and larger Museum in the historic building of Bank of India with extensive displays of currency, coins, photographs, artwork and other objects of public and Bank interest. It is because of its high standard that SBP Museum got membership of ICOM (International Council of Museums).¹

Museum is Comprised of Coin Galleries, Stamp Gallery, Currency Gallery, History of State Bank, Governors' Gallery, and Art Gallery. The coin galleries depicting coinage from its evolution till contemporary period, Stamps which were used as Currency in the interim period between Coinage to Currency, and the Currency Gallery from very early time period to present Polymer Notes.

History of SBP and Governors' Gallery are depicting the History of SBP from its establishment since 1948, and the Governors' Gallery is comprised of brief profiles of the Ex-Governors with their photographs.

The Art Gallery is one of the most attractive part of the Museum, displaying Sadequain's 4 huge murals and collages of metal and wood. One mural of

Zahoor-ul-Ikhtlaq, displayed in Contemporary Art Gallery, where temporary exhibitions of young artists are held on quarterly basis. Archives Section is dealing with the acquisition of Archival Material related to historical manuscripts, History of Pakistan, Art, Historical Books etc.

Technical Section consists of Conservation Lab, Modeling Section, which is responsible for conservation of coins, archival materials, etc. for their preservation and consolidation. Replica Section is unique and of its own kind, it is responsible for preparing replicas/models as souvenirs for the visitors. The objective of this section is to replicate the antiquities for the education and discourage the smuggling of original ones. The Souvenir shops are the main attraction of the Museums and are a reason for revisit. The Souvenir Shop has been established in the SBP Museum to promote cultural heritage, historical educational material, chronological sequences of art work and coins etc. It is used to convey public service messages which present a socially conscious image of the SBP that can be attained by promoting the usage of recycled materials and eco-awareness messages. The Shop includes replicas of the materials and some size specific products, publications and interactive videos and demos. The literature available also serves its educational purpose.

Research Section is dealing with publications and souvenirs research. The Publication Section is publishing the catalogues, monographs, brochures, captions and labels prepared from the research work carried out by the officers of SBP Museum. The main objective of this section is to digitize the collection, preserve it, and make it available for publication. The souvenirs for souvenir shop are selected for preparation purpose after a thorough research with a brief description of the object tagged with the souvenir for creating awareness about our history and culture.

SBP Museum is the first Pakistani Museum to get ICOM membership .

Mission Statement

To make this Museum an institution in the service of society for enhancement of education of its youth, and awareness of the Common Man

Vision Statement

To make the SBP Museum a Living, Interactive State of Art and Knowledge Institution for the benefit of the public and to preserve the History of Coinage and State Bank of Pakistan

Departmental Goals

Develop Collections - to acquire or purchase any works of art and artifacts, necessary for the educational interests of students and general public or ancillary and incidental to the main objectives of the museum.

Art Gallery for putting on display old masterpieces and works of art owned by SBP

Research to be conducted by Museum Staff, Archaeologists, and other Researchers on the collection of Museum.

Publications – photographs, catalogues and description of Museum Objects to be published for public knowledge and use.

Educational Programs, at Museum, Schools, and other public events related to Museum.

Media Products – Documentaries, website, or any other media format to be developed.

Development Projects 2013-2014

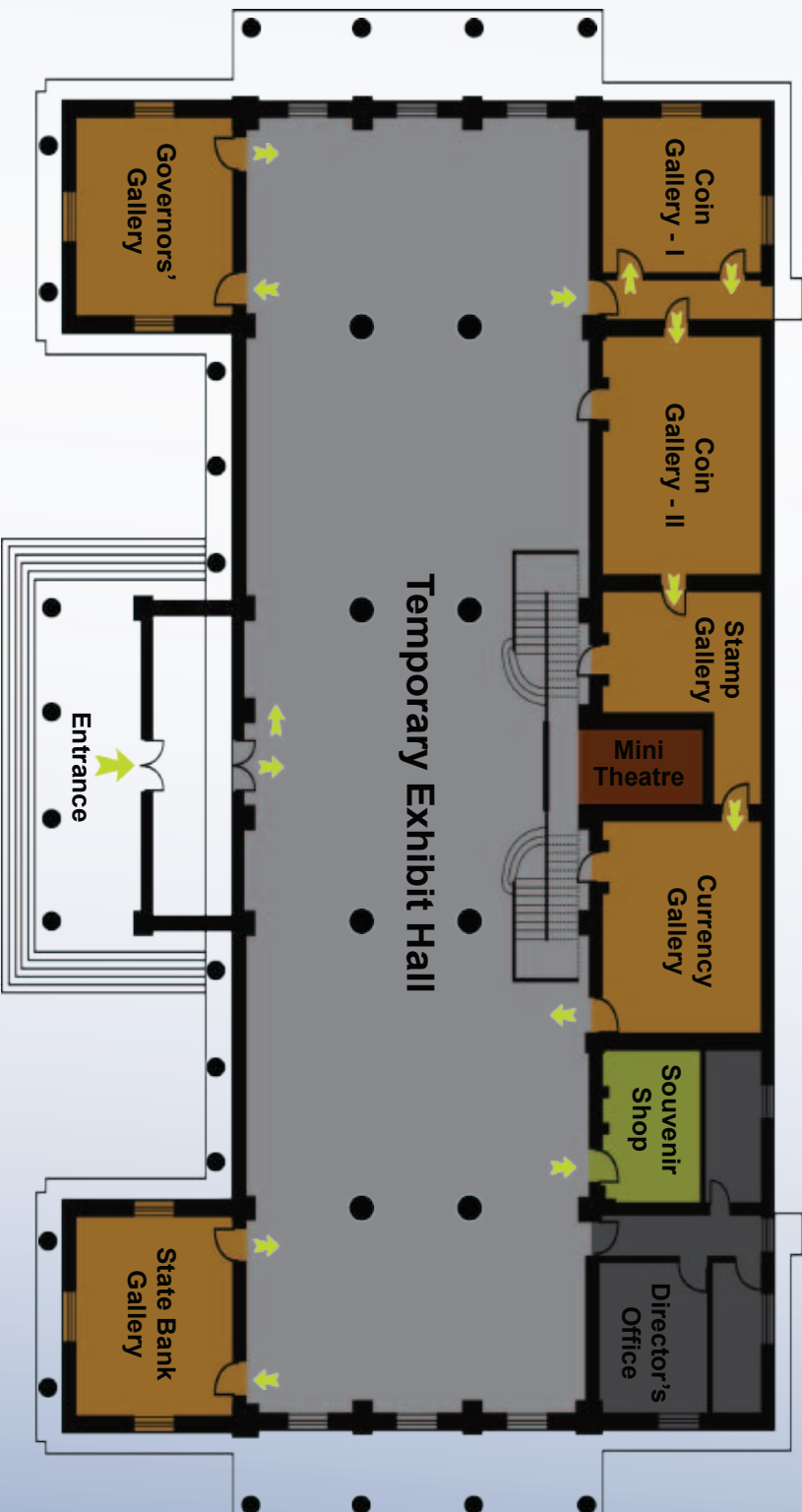
S. No	Title	Description
1	Education Plan for physically challenged people	To create awareness about cultural heritage at school level specially physically challenged people by preparing story books, interactive games & different questionnaire.
2	Social History of State Bank of Pakistan through audio/video	Archives development of history of State Bank of Pakistan by recording interviews of Governors & former officers.
3	Bank house linkage with museum as part of M&AG	Documentation & refurbishment of bank house building as per original.
4	Preservation issues of paintings: research in the environmental impact on the murals.	To record humidity & temperature on daily basis to analyse the environmental impact on the mural.



MEZANINE FLOOR - ART GALLERY



MAIN HALL - GROUND FLOOR



Visitor Flow Comparison

Since July, 2013 till the end of June, 2014 around 5307 visitors were recorded. Several workshops and educational activities were also provided the chance to visit the SBP museum.

S. No	Month	Total Visitors
1	July, 2013	244
2	August, 2013	259
3	September, 2013	282
4	October, 2013	931
5	November, 2013	1065
6	December, 2013	269
} Period A		
7	January, 2014	155
8	February, 2014	545
9	March, 2014	782
10	April, 2014	306
11	May, 2014	309
12	June, 2014	160
} Period B		
Total		5,307

As per available data of the visitor the financial year 2013-14 can be divided into 2 major periods.

Period A: July, 2013 - December, 2013
Total number of visitors = 3,050

Period B: January, 2014 - June, 2014
Total number of visitors = 2,257

In Period A, 57.47% (3,050 out of 5,307) and in Period B, 42.52% (2,257 out of 5,307) people visited SBP museum. In comparison to Period A & B a significant increase of 14.95% in Period A was recorded in the attendance of visitors, as illustrated in figure A.

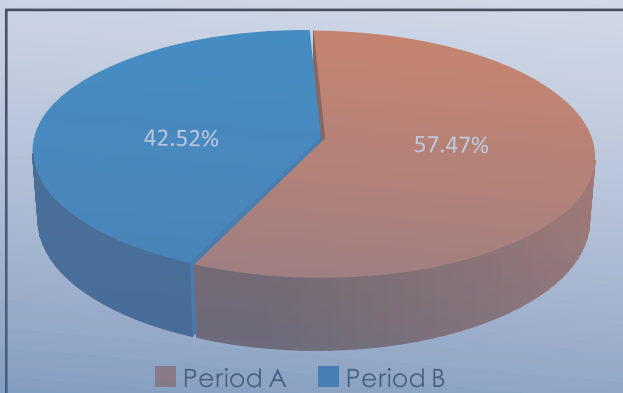


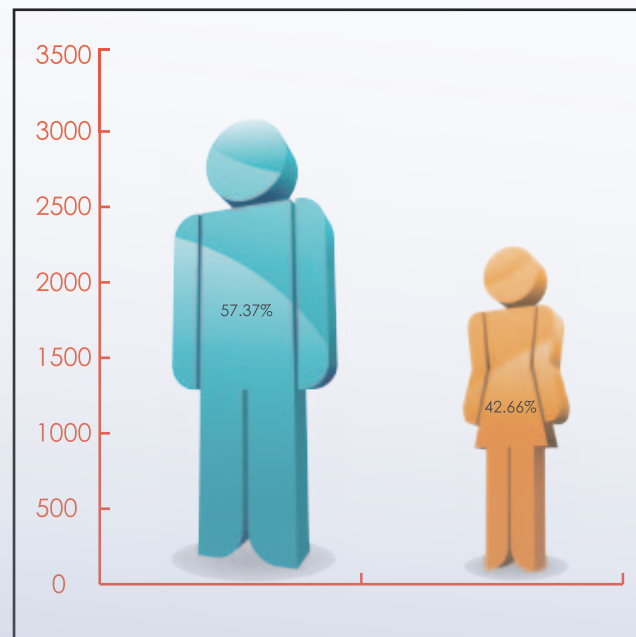
Figure A : Comparison of Period A & B

Classification of Visitors

S. No	Title	Visitors
1	Student from different educational Institutes	2,453
2	Inter Bank Officials	83
3	National VIP's / Delegations	189
4	International VIP's / Delegations	87
5	General Visitors	1,759
6	Childrens Participated in Museum Activites	736
Total		5,307

Visitor's Gender

According to the recorded data of the visitors around 3,045 male & 2,264 female visited SBP museum during July, 2013 till the end of June, 2014.



Student Flow Comparison

A Major part of museum attendance is through organized schools trip. Since July, 2013 till the end of June, 2014 the total of 2,453 students from different educational institutions have visited SBP museum.

S. No	Month	Total Visitors
1	July, 2013	55
2	August, 2013	25
3	September, 2013	81
4	October, 2013	857
5	November, 2013	451
6	December, 2013	98
7	January, 2014	10
8	February, 2014	155
9	March, 2014	381
10	April, 2014	109
11	May, 2014	93
12	June, 2014	138
Total		2,453

Period A

Period B

As per available data of the visitors, 63.88% (1,567 students) visited SBP museum in Period A and 36.11% (886 students) in Period B. In comparison to Period A & B 27.77% increase was recorded in Period A.

The highest number of students flow was recorded in the month of October, 2013. In this month 720 students of Dawood Public School visited SBP museum.

Demographics of Students

During the financial year 2013 - 2014, total 2,453 student visited SBP museum from which 2,352 students are from Karachi and remaining 101 students are from different part of the country.

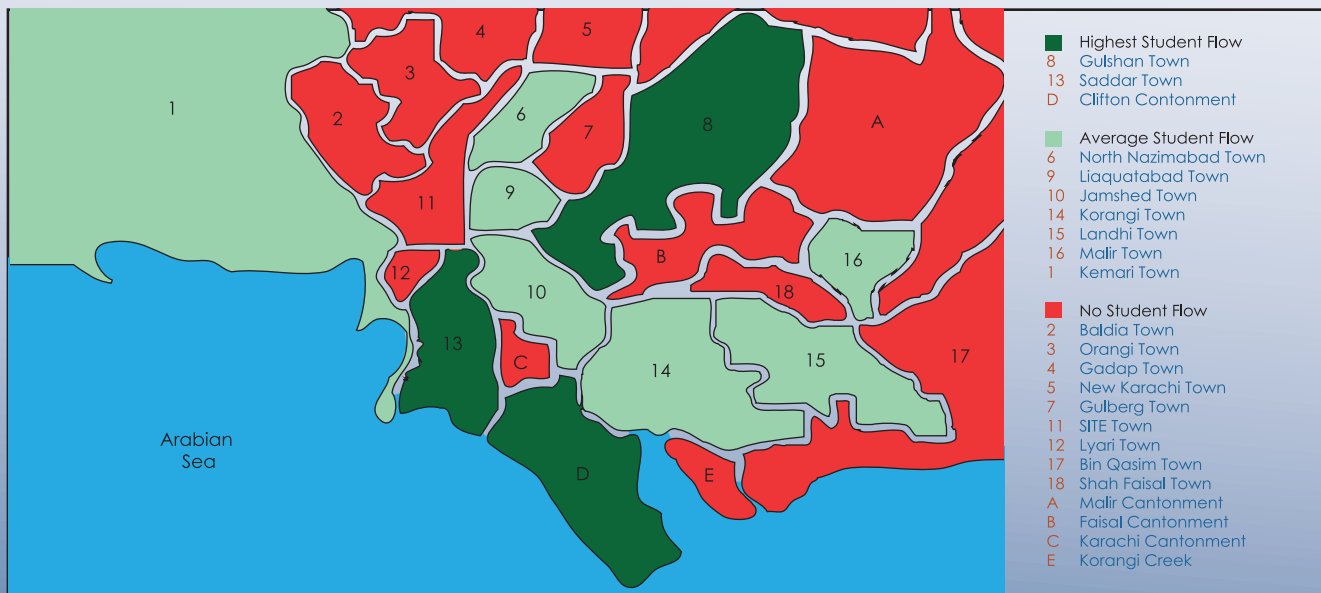
As per demographic record, the highest number of student visited SBP museum are from Gulshan Town which some of the total of 35% (831 out of 2,352).

18% students are from Clifton Town and 13% students are from Saddar Town had visited SBP museum.

A turnover of 9% (213 Students) was obtained from Jamsed Town, 6% each from Korangi & North Nazimabad Town and 3% each was recorded from Malir, Liaquatabad & Kemari Town. While 1% flow was recorded from Landhi Town.

Town	Total Visitors	Male	Female
Clifton Cantonment	443	182	261
Landhi Town	22	8	14
Jamshed Town	213	116	97
Gulshan Town	831	494	337
Korangi Town	148	63	85
North Nazimabad Town	150	92	58
Malir Town	77	22	55
Liaquatabad Town	88	50	38
Kemari Town	74	74	0
Saddar Town	306	86	220
Total	2,352	1,187	1,165

Figure A : Students Flow from different Towns of Karachi



Souvenir Shop



A Souvenir Shop has been established in the SBP to promote cultural heritage, historical educational material, chronological sequences of art work and coins etc.

It is used to convey public service messages which present a socially conscious image of the SBP, this can be attained by promoting the usage of recycled materials and eco-awareness messages.

The shop include replicas of the materials and some site specific products, publications and interactive videos and demos. The literature available also serves its educational purpose.

Its existence is an excellent source of educational interaction on **NON-PROFIT** basis.

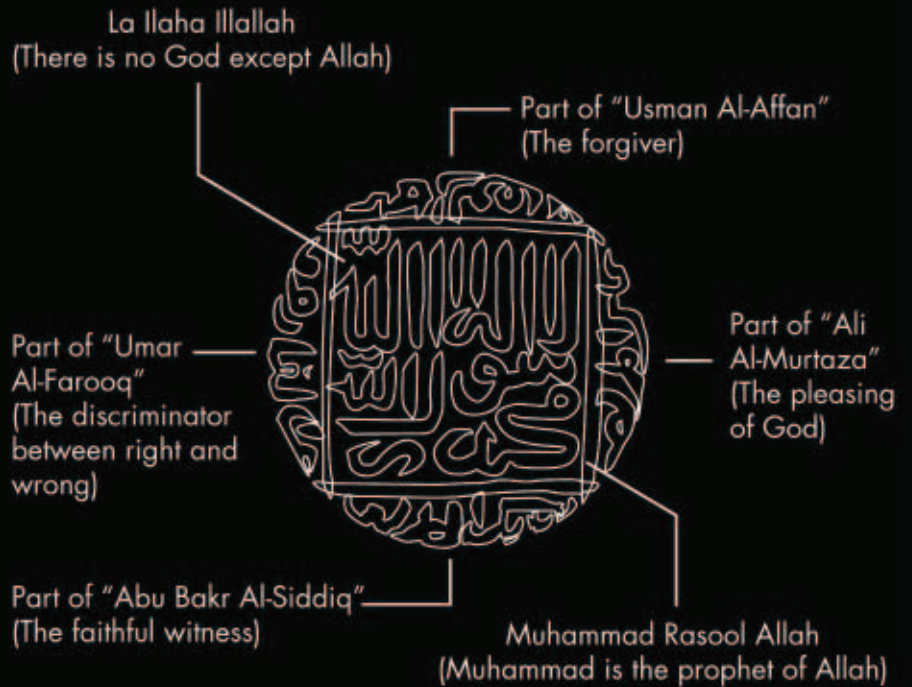
S. No	Month	Total Sale
1	July, 2013	53,575/-
2	August, 2013	135,500/-
3	September, 2013	32,530/-
4	October, 2013	71,550/-
5	November, 2013	52,255/-
6	December, 2013	47,410/-
7	January, 2014	82,180/-
8	February, 2014	62,940/-
9	March, 2014	67,620/-
10	April, 2014	54,230/-
11	May, 2014	35,150/-
12	June, 2014	40,620/-
	Total	735,560/-



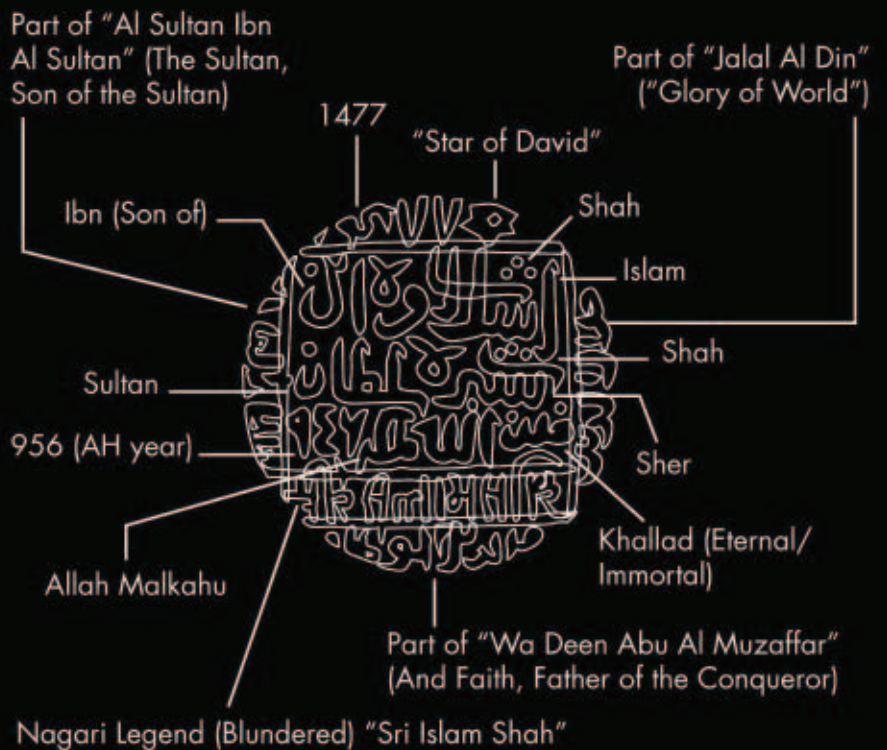
Rupiya



Obverse:
Islam Shah Suri Rupiya



Reverse:
Islam Shah Suri Rupiya



Feedback Survey Form

The Feedback of the visitors are very important to bring the Museum at par with international standards and also for its own image, to bring more visitors and other activities. A high level Feedback Form is created by SBP Museum & is handed over to the visitor at the end of their visit.

The survey was conducted by distributing feedback forms to the 102 school visitors during there visits since July, 2013 till the end of June, 2014 with the questions:

- What made the panels & labels easy to understand?
- What made the panels & labels difficult to understand?
- What, if anything, do you find particularly attractive about the Museum?
- Would you be interested in any of the following:

S. No	Age	No. of Persons
1	Below 20	13
2	21 - 30	70
3	31 - 40	16
4	Above 40	3
Total		102

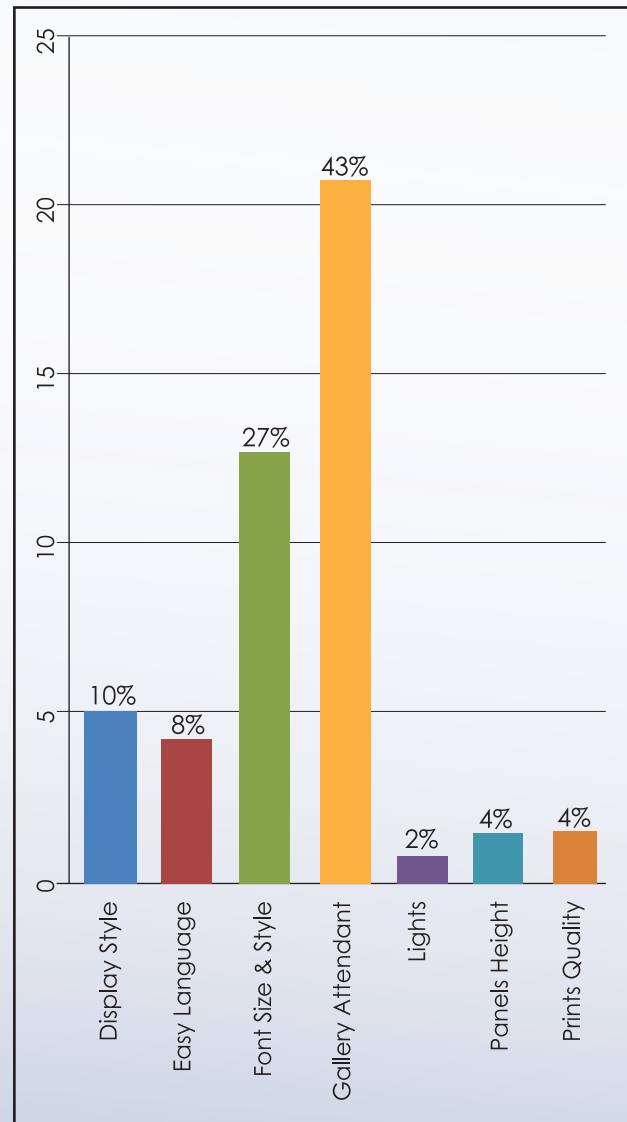
According to the survey form 9 visitors spent less than 1 hour in the museum, 34 visitors spent around 1 hour and 59 visitors spent more than 1 hour. From this survey 17 repeat visitors were also recorded who visited SBP museum more than 1 time.

Feedback How Was Our Service?



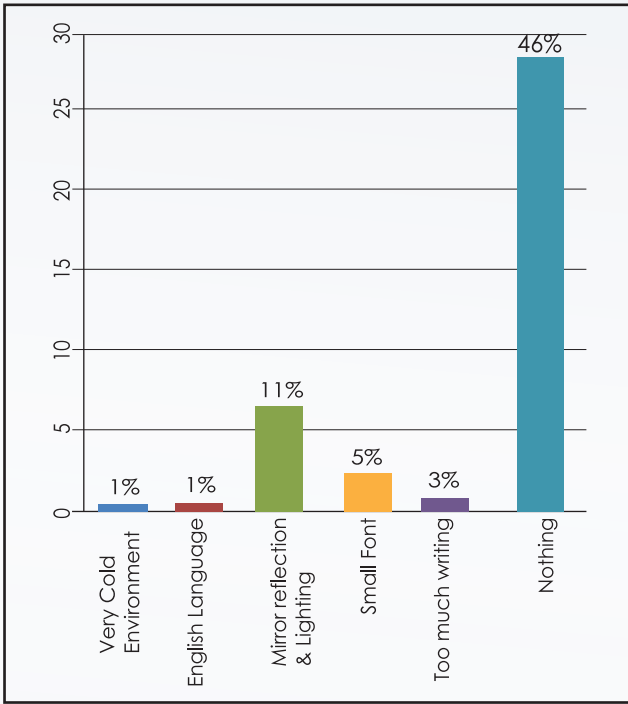
What made the panels & labels easy to understand?

Large numbers, 43 % said that the presence of Gallery Attendants made it more easier, 27% gives credit to Font Size and Style, 10% gives credit to the way of Display Style, 8% said that the use of easy language make it more convenient, and 4% each appreciate the hight of panels and printing quality while 2% gives credit to Lighting.



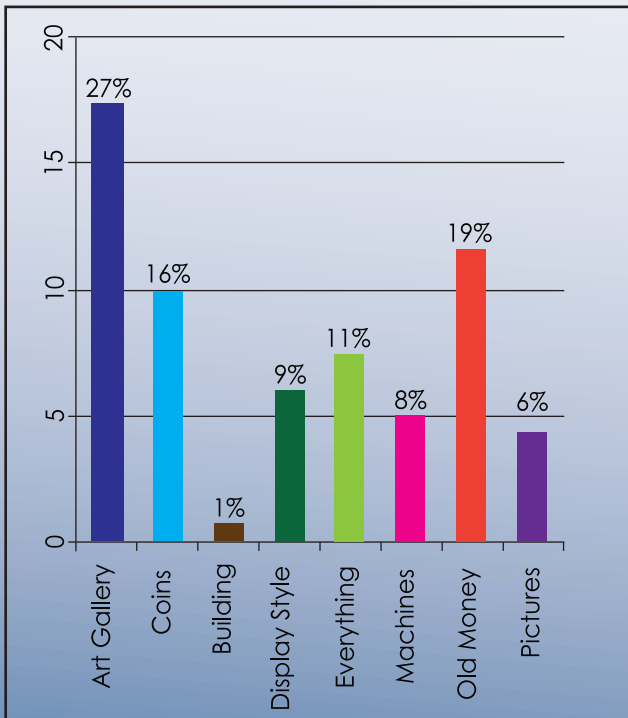
What made the panels & labels difficult to understand?

Most of those surveyed 46% showed that there is nothing difficult to understand in panels and labels, 11% blamed the mirror reflection & lighting, 5% said Font Size, 3% reported that there is too much writing on the panels and an equal amount of 1% reported the english language and very cold environment make it more complicated.



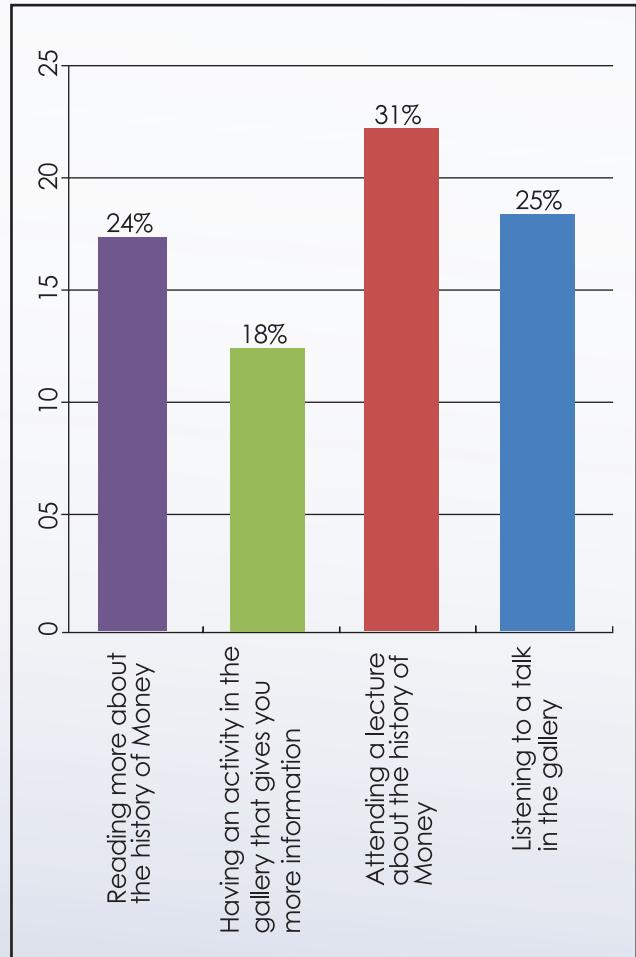
What, if any, do you find particularly attractive about the Museum?

The school visitors when asked about particularly attractive object of the Museum, 27% said that they found Art Gallery more attractive, 19% gives credit to old money, 16% said that the Coins are attractive, 11% said that everything in the museum is attractive, 9% gives credit to the display style and method, 8% praised the machines, 6% like the pictures and 1% gives compliments to the Building & its grandeur.



Would you be interested in any of the following:

When asked about the following different items, 31% wanted to attend a lecture about the History of Money, 25% show their interest in listening to the gallery talks, 24% said that they are interested in reading more about the history of Money and 18% were in favor of an activity that gives more information.



Additional Comments:

- Cheque Books should be included in museum's display
- Definition of Banking related terms are not available
- Demo of making & printing money should be included so visitor had idea about procedure
- Adding of Stone age material creates more interest



Museum's collection has the potential to capture a global audience's attention. It has the ability to cross borders, break language barriers and speak to the individual, as well as different societies.

In this content social media play a significant role to kept collections alive as people share and re-share year-round, across multi-national audiences.

The official Facebook page of SBP Museum has been in operation since April, 2012 and is used as a discursive interface for the Museum's activities. It is the home of our official social content.

www.facebook.com/SBPMuseum

Month	New Likes	Unlikes	Page Engaged Users	Total Reach	Total Impressions
July, 2013	55	0	340	1598	7432
August, 2013	34	4	312	1475	5676
September, 2013	32	1	143	926	3888
October, 2013	34	1	126	2627	5365
November, 2013	46	1	214	1444	4628
December, 2013	30	5	93	329	2061
January, 2014	34	3	95	547	2404
February, 2014	53	1	160	1268	3503
March, 2014	61	3	366	1951	5855
April, 2014	97	2	462	3055	9595
May, 2014	84	1	285	1987	7030
June, 2014	118	0	212	1630	4837
Total	678	22	2808	18777	62274

Table 1: Detail insights of SBP Museum Facebook Page from 1st July, 2013 till 30th June, 2014.

On 1st July, 2013 total 359 *Likes* were recorded on SBP Museum Page, those increase to 949 at the end of June, 2014.

In the month of December, 2013 SBP Museum Page received the minimum numbers of *Likes* and maximum number of *Unlikes*. In this month only 93 people were engaged with Page. *Total Reach & Total Impressions* were are also very low as compare with other months.

In April, 2014 maximum number of people were recorded who engaged with SBP Museum Page. In this month huge amount of people visited, or saw Page or one of its posts in news feed or ticker. Total 97 *New Likes* were also received but the maximum *New Likes* were received in the month of June, 2014.

New Likes: The number of new people who have liked Page.

Unlikes: The number of Unlikes of Page.

Page Engaged Users: The number of people who engaged with Page. It includes any click or story created.

Total Reach: The number of people who have seen any content associated with Page.

Total Impressions: The number of times, posts were seen in News Feed or ticker or on visits to Page.

Most Engaged Post

State Bank of Pakistan Museum added 28 new photos to the album Calligraphy Workshop. July 29, 2013

In connection with Holy month of Ramazan, State Bank Museum arranged a Calligraphy workshop at the Museum for 12 to 15 Years children's of SBP/BSC employees from 15th to 19th July, 2013. The workshop focused on the basic training & practice of calligraphy, including traditional & contemporary techniques & drawing motifs on different models & techniques for young artists to explore their hidden talent in the field of visual art.

422 People Reached

119 Likes, Comments & Shares

52 Likes	18 On Post	74 On Shares
25 Comments	4 On Post	21 On Shares
2 Shares	1 On Post	1 On Shares

1,996 Post Clicks

1,514 Photo Views	0 Like Clicks	82 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page



Industry & Agriculture (Mural)
Sadequain

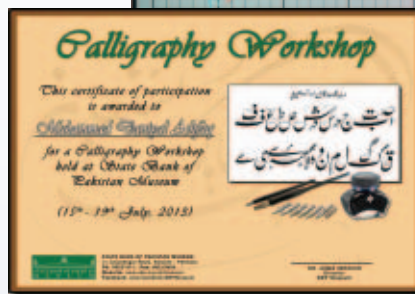
Islamic Calligraphy Workshop

The workshop of calligraphy will focus on the training and practice of calligraphy, including traditional & contemporary techniques & drawings motifs with text, which is no more in practice & getting extinct.

It was attended by 66 children aging 12 to 15 years old, to explore their hidden talent in the field of visual art. It yielded excellent results.

During the workshop the children also learnt the history & development of Calligraphy as an Islamic Art & its unique place among the contemporary arts through presentations and short documentaries. This workshop was part of an effort for the revival of such rare arts of Islam.

At the end of the workshop a Calligraphy tools and certificate was presented to all the participants.



Souvenir Making Workshop

A Souvenir Making Workshop for the kids of SBP/BSC employees aging between 08-12 years held in the SBP Museum from 22nd July to 26th July, 2013. Keeping in view to celebrate Eid-ul-Fitr event by making souvenir i.e. glass bottles decoration, clock making, electric lamp etc.

The objective of this workshop was the revival of old crafts. Thus, the art of "Papier Mache" which is getting extinct was taught to students, they were taught to make Table Lamps, Clocks & re-cycle the waste material with the help of which different objects were prepared.

This workshop not only gave them the awareness about old crafts but also taught them the recycling of material to save the earth from destruction.



Summer Camp

This is a permanent feature of SBP Museum, this program is getting refined as well as very popular among the visitors and employees of SBP. This not only creates a soft image of the Museum but also play an important role for the ownership & sense of belonging to SBP employees. This year the Summer Camp started with the theme of "Bringing the Youngest to the Museum".

It started from early June with the age group of 3 years to 6 years, the children of SBP employees from the Day Care Centre. The children who attended this Summer Camp last year were really excited and were already owing the Museum. Their observations were very interesting & so were their suggestion. These suggestions are noted for compliance & incorporation for future.



Independence Day Celebration

Independence Day is a national day of Pakistan which is observed annually on 14 August. This was the day when Pakistan achieved independence from the British rule in 1947 and declared a sovereign nation. This day is an occasion to promote patriotism and national unity regardless of religion, class, creed or race.

To celebrate the 66th Independence Anniversary of Pakistan, special exhibition regarding the Freedom Fighters of Pakistan was arranged. Deputy Governor, SBP, Mr. Kazi Abdul Muktadir, inaugurated the exhibition and paid rich tributes to the Freedom Fighters of the Pakistan Movement.



International Museum Day


International Museum Day is organized worldwide around May 18, to raise about the importance of museums. The State Bank Museum is also celebrating this day since its inception i.e. 2011. As per its tradition, to mark this occasion State Bank Museum organized a two days event on 17th & 18th May, 2014,

Different fun and engaging activities were arranged to the participants of different age groups i.e.


- Conservation Lab (how to shine your coins and metal objects)
- Replica Making/Modeling Section (how to make a replica of coin or object)
- Artistic Portrait Sketching
- The old Method of Prize Bond Draw
- Give Interview (by recording visitors Interview)

At the end of the Program, Honorable Deputy Governor, SBP, Mr. Kazi Abdul Mukhtadir, drawl the Prize bond draw and distributed gifts to the winners.

Every year the International Museum day is celebrated with a theme, the theme of this year's International Museum day is "Museum Collections make Connections".




Theme of 2014:
Museum Collections
make connection



MUSEOLOGY

Create Your Own Museum

Bring any old / historical object from your home and display in museum



Give Interview

Be part of a video movie by recording your old memories of visit of any museum

International Museum Day



Presenting Sadequain

State Bank Museum & ArtNow, in collaboration with The Express Tribune Art Series, arranged a discussion on Sadequain - 30th November, 2013.

Dr. Asma Ibrahim, Director, State Bank Museum featured three commissioned murals, unique metal and wood collages, as well as graphic and print works of Sadequain done by State Bank of Pakistan.

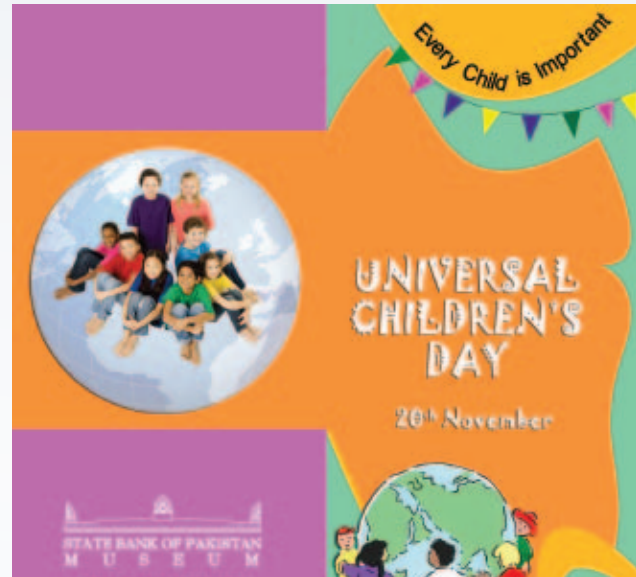


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&
fOmma
Foundation for Museum of Modern Art

Universal Children Day

United Nations' (UN) Universal Children's Day is an occasion to promote the welfare of children and an understanding between children all over the world. It is held on November 20 of each year.

The State Bank Museum was also celebrated this day with abundant children from SOS Village. A special bus was hired to bring these kids from the SOS village, Malir. Children played different games, talent show, musical chairs, etc. Pakistan's famous artist Danish Zuby came specially for these kids and gave a workshop of sketching, the children were thrilled to learn and eventually showed their talent by sketching beautiful portraits, calligraphy, landscape etc. At the end gifts, goody bags, badges and certificates specially designed for the day were distributed.



Christmas Celebration

Christmas is an annual religious and cultural event, celebrated by billions of people around the world to commemorate the birth of Jesus Christ.

In Pakistan Christian community also a part of society, to encourage them in the cultural Sector Christmas was celebrated in SBP Museum.

During the month of December, 2013, the visit of Presbyterian Church was arranged to SBP Museum. Where the participants celebrated the Christmas by singing traditional religious songs. Presence of the Santa Clause made the event more colorful.



Children Literature Festival

To Promote the cultural education at school level, SBP Museum participated in Children Literature Festival, organized by Idara-e-Taleem-o-Agahi (ITA), Oxford University Press (OUP) & Karachi Youth Initiative at Karachi Art Council.

In this festival SBP Museum corner was setup where How to shine metal objects and Replica making technique was demonstrated to the participants. Presentation by the Director Museum, Dr. Asma Ibrahim regarding the cultural heritage make the event more informative.



Global Money Week

Global Money Week an initiative of Child and Youth Finance International (CYFI) is celebrated around the globe every year during the 2nd week of March. The objective of the events is to empower the children and youth to be confident, responsible and skilled economic citizens by providing the financial awareness and understanding of basic financial concepts.

To celebrate the same the visit of St. Joseph Girls School was arranged to SBP Museum, where Chief Guest Mr. Kazi Abdul Muktadir, Deputy Governor, SBP spent time with children and delivered informative speech regarding the day.



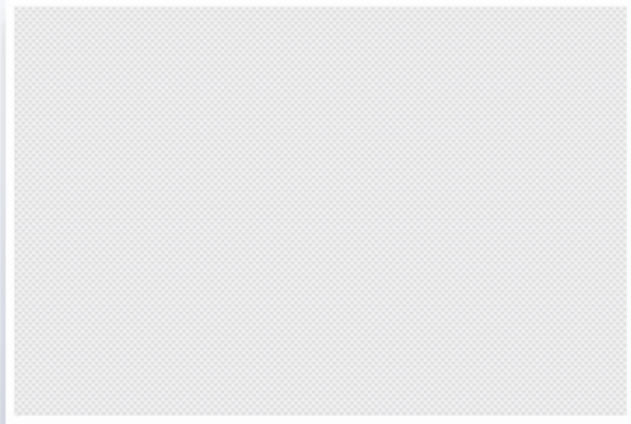
Director's Activities

Domestic

- Lead the Pak-Italian & French Archaeological mission for the excavation work at the famous archaeological site of Banbhore.

International

- Participated in the 23rd General Conference of ICOM, held at Rio de Janeiro, Brazil from 10th to 17th August, 2013 and presented a research paper on "Building Sustainable Museums in the Tropics".
- Participated in the workshop/conference on "Shared Cultural Heritage of Oman, India and Pakistan", held in Muscat on April 9th and 10th in collaboration with the Ministry of Heritage and Culture, Oman.
- Participated in the "Executive Educational Program for Museum Leader", organized by the Getty Leadership Institute in Glasgow.



STATE BANK MUSEUM & ART GALLERY

Monetary Museum of Pakistan, tracing the history of coinage & currency of Indian Subcontinent from the very beginning i.e. Barter System to E-banking & Islamic Banking, also including an Art Gallery to commemorate the services of renowned artist Mr. Sadequain for the Art and State Bank of Pakistan.



First Pakistani Museum

to get ICOM
(International Council of
Museums) membership

FREE ENTRY

Open Daily - Saturday to Thursday
(9:30 a.m to 5:00 p.m)

Friday Closed



State Bank of Pakistan,
I.I. Chundrigar Road, Karachi - Pakistan
Phone: 99221011, 32453051 Fax: 99213959
Website: www.sbp.org.pk/museum
Facebook: www.facebook.com/SBPMuseum

