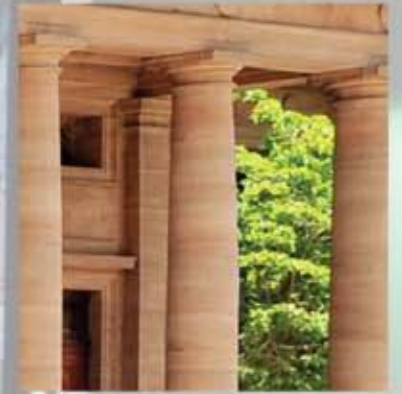




STATE BANK MUSEUM

Annual Report
2014-2015



State Bank Museum & Art Gallery

Progress Report
July 2014 - June 2015



Museum & Art Gallery Department, State Bank of Pakistan, I.I Chundrigar Road, Karachi.
Phone #: 99221011, 32453051 Fax #:99213959, Web Site: www.sbp.org.pk/museum
Facebook: www.facebook.com/SBPmuseum

Our Team

Director

Dr. Asma Ibrahim

Executive Secretary

Muhammad Ajmal Khan

Antiquity Registrar

Tanveer Afzal

Assistant Curator

Mirza Babar Ahmed Baig

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

Museum & Art Gallery Department

The highlights of this year's report are:

The first ever scientific study and data collection of the flow of the visitors to any Museum in Pakistan. The State Bank Museum is proud to be the pioneer of such study.

This data is studied in many different ways such as

- Educational Institutes
- General Visitors
- Students
- Foreigners
- Participants in different Museum activities
- Gender wise
- Comparison of visitors flow throughout the year

The major role in the category of visitors is of the students, therefore, it is studied in detail for improvement. This is used as a tool for improvement in the category of educational programs, publications, summer camps etc.

Demographic Data: is important in many ways, it helps us to ascertain the main traffic flow of the students, reasons to work on, and bring in the students from the areas of which the attendance is thin or nil.

Though the security situation is the major factor which hampers the activities and visits of the Museum. Museum is not directly open to public the visits are allowed on permission but it is a great achievement on part of the Museum that it still attracts large number of visitors comparison to its restricted accesses due to security of Central Bank.

Souvenir Shop: is one other major attraction for the visitors, it is a non-profit venture it is getting popular and with the passage of time is one of the major attraction for the revisit of the visitors.

It is continuously improving its designs and variety of items. One of the main objective to establish a Souvenir Shop was to bring awareness about the heritage with special reference to coins and currency of Pakistan amongst the visitors.

Another important study done by SBP Museum is; "what do you think of the Museum, about the panels, labels, special attraction, what are the suggestions for the improvement of the Museum and display."

We believe in learning and improvement.

Social Media is another important tool with the Museum to approach our learned members and friends. It is regularly updated, the photographs of the visitors are uploaded on daily basis, you will find our activities plans regularly. There is an

important study with regard to this aspect "The most viewed post".

The fans of the Museum are also recorded on the gender basis and the study shows there are more men than women who like our Museum. Why? this will be looked into in our next study.

The Publications are most important part of every Museum around the world, so is for State Bank Museum. The Museum has its own research based publications which includes books and catalogues.

This year's landmark was a Colouring Book for children as well as adults. The book features the story of progress of human's intellect and education, philosophy, science. Each page is a learning itself, showing the history, architecture, coinage, other important landmark of the personality shown and described. The Book is based on the painting of Sadequain "Treasuries of Time" done for State Bank of Pakistan.

Painting is becoming popular with adults as well, all over world there are painting books designed for adults now a days, its supposed to be a great exercise for mind.

State Bank Museum from its striving hard tries to contribute in the field of education, in this regard summer camps are one of the main part of the plan, the summer camps are planned in such a way that in one course children are taught a dying field of techniques of writing i.e. calligraphy, children learn about the history and development of it. The second field is the dying arts and crafts of our country, children are taught to create their own art pieces by the artists, calligraphers etc.

SBP Museum also plays an important role in the promotion of Contemporary Art by displaying and selling the work of unknown artists on non-profit basis. This way a large number of artists have been introduced and their work is sold.

We will wait for comments and suggestions.



Dr. Asma Ibrahim

Director, Museum & Art Gallery Department
State Bank of Pakistan



KNUCKLE JOINT MINTING PRESS

The start of the Industrial Age (late 18th – early 19th century) brought a plethora of various minting machinery which culminated when around 1830 Diadrich Uhlhorn, a German mechanic invented the coin press which bears his name "The Uhlhorn Press" or "toggle press" substitute the pressure from the screw of the screw press by pressure exerted by a lever and is now exhibited at a museum. Later on, the Thornton press, set up in Paris in 1845, was swiftly driven by steam then by electricity. The principle of the "toggle press" which allows several hundred circulation coins to be produced per minute lives on in today's modern mechanical mint, although the pace of modern presses nowadays is extremely quick.



For hundreds of years the minting of coins was a manual process. Even with the hand operated screw presses used since medieval times, production rate was hardly more than 2 or 3 coins per minute. It was only in 1870 that the minting of coins reached the industrial age. Laborious hand labor replaced by Motor Driven Knuckle Joint Minting Presses. At the turn of the century coins were being minted on knuckle joint presses at speeds up to 60 coins per minute, a remarkable achievement for that time.



KNUCKLE ACTION PRINCIPLE

All Knuckle Presses feature the knuckle action principal for maximum power in a compact accessible frame. The upper Knuckle Journal is connected to the fixed table and lower journal to the main slide, both pivoting around the connecting rod. Starting at top dead centre i.e. the slide is in its upper most position, the flywheel rotates and the Knuckle is gradually forced open to initiate downward movement of the slide. At the point where the upper and lower journals are almost in line, the dies close and a powerful separating force is exerted. Further flywheel rotation opens the dies and the slide returns to its top position in readiness for the next stroke minted coins are discharged and deposited in a tray.

OUTSTANDING FEATURES

1. Most suitable for production of coins for general circulation, medals and limited issue commemorative coins.
2. Good production rate and strike quality.
3. Ease of operation, fast change over and access to maintenance.
4. Well suited for large volume production of its age.
5. Can mint round and poly-sided coins.



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StateBank Museum

Museum is Comprised of Coin Galleries I & II, Stamp Gallery, Currency Gallery, History of State Bank, Governors' Gallery, Sadequain Gallery and Contemporary 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 during and wartime, 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.

Sadequain 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-Ikhlaq, 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 shop includes replicas of the different objects present in the museum which are size specific products, publications and interactive videos and demos are also available for sale. The literature available also serves its educational purpose.

Research Section is dealing with publications and souvenirs research.

“Knowledge is now understood as the commodity that museums offer”

Ilean Hooper-Greenhil

DEVELOPMENT PROJECTS (2014-2015):

1- Project Title:

Social History of State Bank of Pakistan through Audio/Video.

Project Description:

Archives development of history of SBP by recording interviews of former Governors and officers of SBP with their families.

2- Project Title:

Bank House linkage with Museum as part of M&AG.

Project Description:

Documentation of the Bank House Building and its refurbishment as per Original for preservation of cultural heritage by SBP.

3- Project Title:

Preservation Issues of Paintings: Research in the Environmental Impact on the Murals

Project Description:

The environmental impact on paintings plays a very important role in their preservation. The data of temperature and humidity is being recorded on daily basis 3 times a day for a period of at least 2 years to plan strategy for the preservation and check the impact of the environment around it, and to assess the need of De-humidifier.

4- Project Title:

Documentary of SBP Museum

Project Description:

Documentary comprised of descriptive details about the Galleries of the Museum. This is part of outreach program of the Museum. The schools and other institutions which cannot visit the Museum, can be shown this documentary.

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.

MISSION STATEMENT

Create standards of service for society for educating youth, and increase awareness of the common man through regular display and special exhibitions/events.

Visitors Flow Comparison

The performance of any museum is best reflected in the number of visitors and the height of interest they take in the collection, display and presentation of its objects. Without the visitors the museum are mere 'warehouses of object',¹ the visitors make them 'lively centres for education and entertainment'.² Visitors are *raison d'être* of museums.³

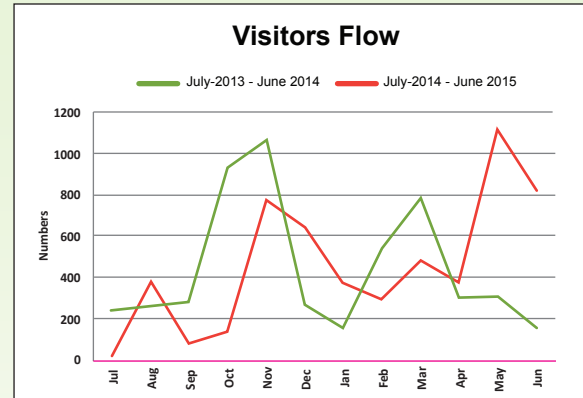
Since July, 2014 till the end of June, 2015 around 5505 people from different school of thought visited SBP Museum as shown in table 1.

Month	Visitors
July, 2014	27
August, 2014	376
September, 2014	79
October, 2014	139
November, 2014	777
December, 2014	641
January, 2015	371
February, 2015	296
March, 2015	481
April, 2015	377
May, 2015	1118
June, 2015	823
TOTAL	5505

Table 1: Monthly Visitors Flow

When the results of compiled data of the Financial Year 2014-15 and the available data of previous Financial Year 2013-14 tabulated by using standard techniques of computerized data analysis (as shown in Graph 1); the following facts & figures produced:

- The attendance of the visitors in the Financial Year (2014-15) has increased upto 4%.
- Organizing different educational program in Museums are the basic tool to increase attendance of Museums. This was the reason that the celebration of Universal Children Day in November, 2013 and the International Museum Day in May, 2015 brought in the maximum visitor flow, 20% increase in each case was recorded.



Graph 1: Comparison of Visitors Flow

Classification of Visitors

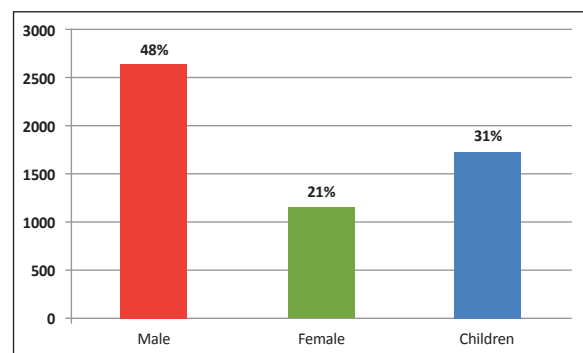
Classified information on types of visitors are divided into four main Categories.

S.#	Title	Visitors
1.	General Visitors	1326
2.	Students from different educational institutions	3693
3.	Foreign Visitors	58
4.	Participated in Museum Activities	428

Table 2: Classification of Visitors

Visitor's Gender

As per recorded date of the visitors from July, 2014 till the end of June, 2015 around 2629 male, 1140 female and 1736 childrens visited SBP Museum.



Graph 2: Gender of Visitors

“We try to make our Museum more interesting to have a greater flow of visitors.”

Dr. Asma Ibrahim

Students Flow Comparison

Schools visit play major role in the number of visitors of SBP Museum. This is the reason that the detailed records of educational institutions is separately recorded on daily basis.

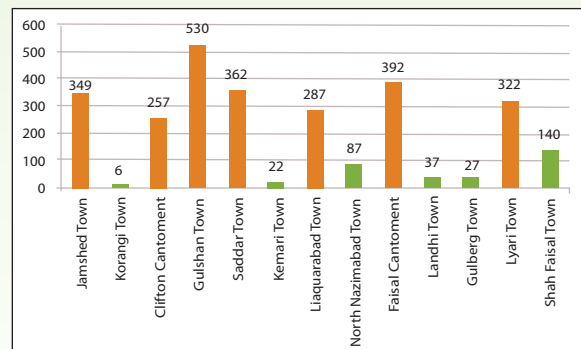
Since July, 2014 till the end of June, 2015 around 3693 students (67% of total attendance) from different education institutions visited SBP Museum. Table 3

Month	Visitors
Julu, 2014	12
August, 2014	184
September, 2014	52
October, 2014	86
November, 2014	535
December, 2014	461
January, 2015	197
February, 2015	161
March, 2015	333
April, 2015	251
May, 2015	985
June, 2015	436
TOTAL	3693

Table 3: Monthly Students Flow

The highest number of students flow 18% was recorded from Gulshan Town, 13% from Faisal Cantonment, 12% each from Saddar & Jamshed Town and 11% were from Lyari Town.

A turnover of 10% was obtained from Liaquatabad Town, 9% from Clifton Cantonment, 4% from Shah Faisal Town, 3% from North Nazimabad Town. While 1% each were recorded from Korangi, Kemari, Landhi & Gulberg Towns.

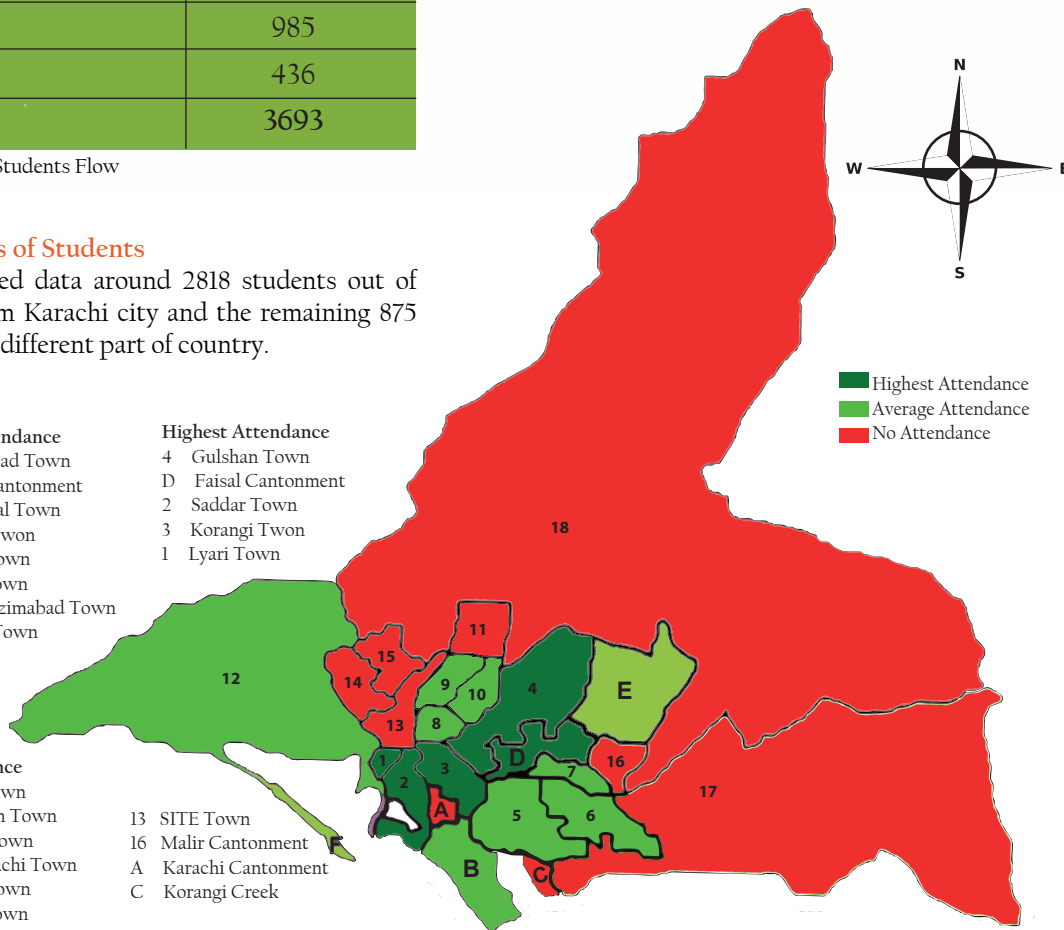


Graph 3: Monthly Students Flow

Demographics of Students

As per recorded data around 2818 students out of 3693 were from Karachi city and the remaining 875 belongs to the different part of country.

- | | |
|---------------------------|---------------------------|
| Average Attendance | Highest Attendance |
| 8 Liaquatabad Town | 4 Gulshan Town |
| B Clifton Cantonment | D Faisal Cantonment |
| 7 Shah Faisal Town | 2 Saddar Town |
| 5 Korangi Twon | 3 Korangi Twon |
| 12 Kemati Town | 1 Lyari Town |
| 6 Landhi Town | |
| 9 North Nazimabad Town | |
| 10 Gulberg Town | |
| No Attendance | |
| 14 Baldia Town | 13 SITE Town |
| 17 Bin Qasim Town | 16 Malir Cantonment |
| 16 M valir Town | A Karachi Cantonment |
| 11 New Karachi Town | C Korangi Creek |
| 15 Orangi Town | |
| 18 Gadap Town | |



Foreign Visitors

Foreign visitors are an important toll to spread out the cultural norms of any nation around the world and the development of the tourism industry. Therefore, SBP Museum gives special focus on the foreign visitors and records their profiles for future generation.

During the period July 2014-June 2015, about 58 Diplomats representing 12 different nationalities visited the SBP Museum. (as shown in table 4). This includes the Ambassador and Country Cultural Affairs Officer of the United States, Council General of France, Deputy Head of Mission Russia and the officials from the Italy and Chinese Embassies etc.

Country	Visitors
Finland	1
Russia	16
Italy	4
USA	7
China	10
UK	8
Singapore	3
France	3
Austria	3
India	1
Netherlands	1
Germany	1

Table 4: Visitors from different countries

Representatives from different leading global organization such as Mr. Tim Butchard, Secretary, Charles Wallace Pakistan Trust, Ms. Shauna Tomkins, Senior Principal, Promontory Financial Group LLC., Singapore etc. also visited the SBP Museum. (Table 5)

Organizations	Visitors
World Bank Group, USA	3
De La Rue, England	3
United Nations Office on Drugs and Crime (UNODC), Austria	9
Shenzhen Xinguodu Technology Co. Ltd., China	3
Charles Wallace Trust, England	1
Promontory Financial Group LLC., Singapore	2

Table 5: Visitors from foreign organization



Trainings

Teachers Training

Teachers play a crucial role in helping their students explore and discover a museum. They see museums as a valuable resource to convey knowledge beyond textbooks, and therefore become the best intermediaries to inculcate a love for museums amongst the young. They can also motivate students to choose their career in a cultural field.

However, they need proper guidance, support and training to fully utilize the learning opportunities a museum can offer.

In the light of this, around 106 school teacher from different part of the city were brought into the museum with the collaboration of ERDC. Educational Resource Development Centre (ERDC), is a renowned teacher training and material development institute, actively striving to improve the quality of education in both public and private sector organizations across Pakistan, since the turn of the millennium. Table 6

Month	Teachers
September, 2014	40
March, 2015	36
June, 2015	30
TOTAL	106

Table 6: School Teachers Flow

During their visit they learnt about the monetary history of subcontinent, with the museum's wide range of artifacts and objects. They also learnt how to relate these artifacts with the subjects they teach at school.



Financial Institutions

SBP Museum is a singular museum of the country, which is providing the complete monetary history of subcontinent with the help of artifacts. That's the reason Museum is not only providing education to school children but also playing an important role for providing the monetary knowledge to the professionals of different banks and other financial institutions of country.

Therefore, to avail educational services providing by this rare institution of the country, several financial institutions included the educational visit of SBP Museum in their training curriculum for newly recruited officials.

During the FY 2014-2015, about 204 trainees and interns from different financial institutions visited the SBP Museum (as shown in table 7).

Organization	Month	Visitors
Habib Metro Bank	Aug-14	22
Summit Bank	Oct-14	29
United Bank Ltd	Oct-14	15
Habib Metro Bank	Nov-14	8
Summit Bank	Dec-14	28
Habib Metro Bank	Dec-14	14
Summit Bank	Mar-15	28
SBP Internees	Jun-15	60

Table 7: Trainees/internees from different financial institutions



Museum Professionals Training

Because of high standard and having more modest resources SBP Museum is a role model for other museum professionals to develop and enhance their learning in the field of museology. SBP Museum also welcome and happily ready to train all those museum professionals who take interest in this field and desires more guidance.

To avail this opportunity Museum Curator, Department of General History, University of Karachi, selected the SBP Museum to increase his knowledge and further training.

During his training every possible opportunities was provided to enhance the exposure and learning of museum studies. He also observed the working of conservation and modeling Lab of SBP Museum as well as digitization of artifacts.





Thank you Mrs. Asma Ibrahim for making our visit to the state bank museum so interesting!
VI T

Dear Ms. Asma Ibrahim,

Thank you for our visit to the State Bank Museum. It was a very interesting and informative trip.

- | | | |
|---------|--------|-----------|
| Mariq | Anan | Sacha |
| Diyah | Amira | Nagha |
| Nawal | Nadine | Huda |
| Yahya | Hqider | Alim |
| Ehsan | Omar | Saad |
| Salah | Hamza | Ali S. |
| Mustafa | Rayaan | Shazareeh |



Class VI-K

Dear Ms. Ibrahim,
Thank-you for a fascinating journey on the history of money.

From Class VI G
Muneeba, Natasha, Imad, Shanzay, Zehra, Zama, Hussein, Aziz, Omar, Hussain, Mariyam, Amna, Azmeel, Lylah, Razieh, Alena, Aayan, Eiza, Hasnain, Rayaan.

Dear Ms. Asma Ibrahim
Thank you for the wonderful presentation at the State Bank Museum. We thoroughly enjoyed it.

From class VI S
Safar Javed, Anas Raza, Rumana Tawal, Sameer Saif, Nabeel Ghani, Nabhan Ghani, Rubana Bhatti, Amina Araf.

Afa Shariq, Fikrah Musaymin, Reema Bibi, Saqib Khan, Hamzah Sakrani, Husna Hecibala, Hani Shauk, Saad Nisar, Saad Ghani, Emman Hanif, Ali Jase.

Dear Ms. Ibrahim
We enjoyed our trip to the State Bank Museum. This was a very informative tour and we learnt a great deal about the history of our monetary system.



Karachi Grammar School

TSW-SBP Collaboration

Writing skills are an important part of communication. Good writing skills allow to communicate the message with clarity and ease to a far larger audience.

The School of Writing (TSW) is a unique institution to offer one of the most comprehensive range of products and services to address both general and specific writing needs of students, professionals and organizations.

With mutual understanding this institution brings several schools to SBP museum and conduct writing workshops to improve the writing skills of these schools children. **Table 8**

Research based activity sheets were designed for these workshops and at the end of visit the same was provided to each visiting students to write a brief note about their visit, museum objects and most interesting objects they came across in the museum.

School	Month	Visitors
TSW	Jan-2015	31
TSW	Jan-2015	27
World Learning School	May-2015	75
Ghulaman-e-Abbas	May-2015	69
Kiran Foundation	May-2015	56
Afshan Public School	May-2015	57
Kiran Foundation	Jun-2015	55
TOTAL		370

Table 8: Detail about participated Institutions



Souvenir Shop

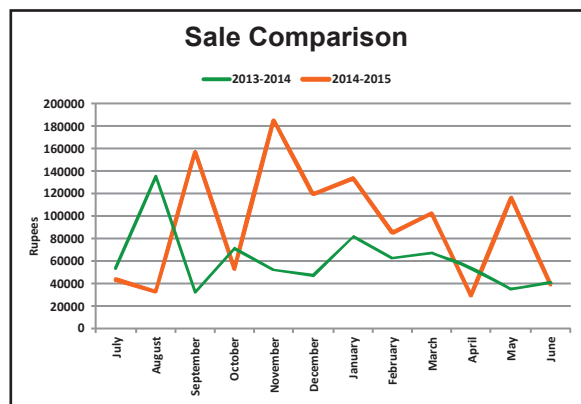
State Bank Museum Souvenir Shop in a very short span of time has made its place as one of the best Souvenir Shops in Pakistan as well as abroad. The varied items of the Museum Souvenir Shops surely attracts visitors including children.

During the Financial Year 2014-15 a total sale of about 1.9 Million was reorded on non-profit basis. Table 9

Month	Visitors
Julu, 2014	43,610/-
August, 2014	33,170/-
September, 2014	157,400/-
October, 2014	53,490/-
November, 2014	185,840/-
December, 2014	119,980/-
January, 2015	133,880/-
February, 2015	85,360/-
March, 2015	101,890/-
April, 2015	29,750/-
May, 2015	115,915/-
June, 2015	39,405
TOTAL	1,099,690/-

Table 9: Monthly Sale

Comparison of the total sale with FY 2013-2014 shows enormous increase of 49% in FY 2014-2015. Record sale of Rs. 1.85 Million in the month of November, 2015 directly reflected the popularity of the Souvenirs items and public interest in Cultural Heritage of Pakistan.



Graph 4: Comparison of Sale

State Bank Museum & Art Gallery Souvenir Shop



STATE BANK OF PAKISTAN
M U S E U M

“Its existence is an excellent source of educational interaction on NO-PROFIT basis.”

What the People Think?

Periodic and in-depth feedback from the visitors has emerged as one of the powerful tool for museum management all over the world. SBP Museum continuously conducts the visitor's survey to record public opinion toward the museum.

In FY 2014-2015 SBP Museum team recorded feedback from 825 visitors. The overall response from the visitors was indeed excellent, but in few cases the reaction would be ranging from a vague and non-committal response to a blatant refusal to reply.

It goes without saying that the staff of a museum is not only interested in socio-demographic profile of museum goers in general, but especially in the visitors of their own museum. Who are these visitors, what are their interests for visiting the museum or the special exhibition, how much time do they spend in the museum, are they satisfied with the permanent or temporary collection and museum facilities? What is the share of single visitors, couples, families, groups and school children in the total number of visits? What is the opinion of different kinds of visitors about the activities in the museum (such as guided tour, or lectures)?

S.No.	Age	No. of Persons
1	Below 20	457
2	21 - 30	285
3	31 - 40	55
4	Above 40	28
	TOTAL	825

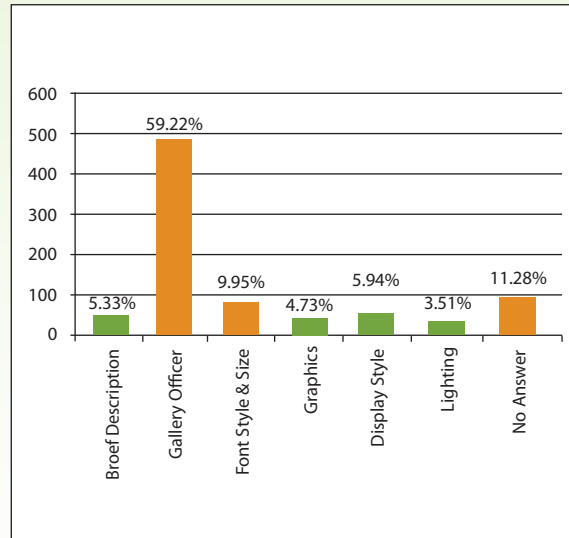
Table 10: Age Profile of the Visitors

According to the survey form average time spent by a visitor in the Museum was 2.04 hours. Out of 825 persons surveyed 56% (474) spent just between 1 to 2 hours, followed by 4% (39) who spent even less than 1 hours. 23% (199) spent between 2 to 3 hours, 3% (34) between 3-4 hours and only 1% (16) visitors spent more than four hours in the museum. While 13% (62) visitors were not sure about the spent time.

What made the panels & labels easy to understand?

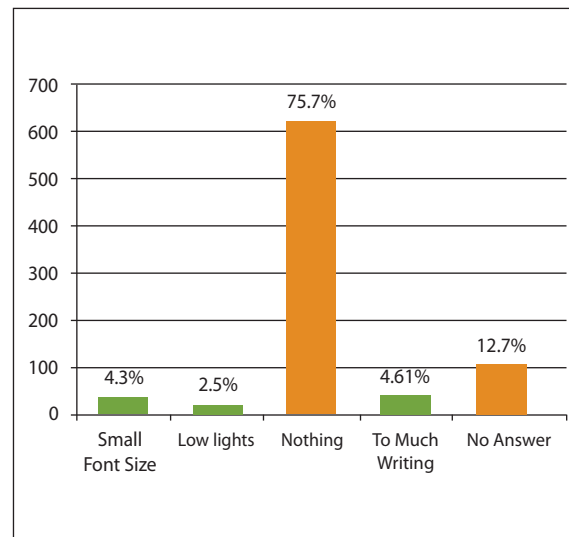
Large number of visitors i.e. 59.22% were of the

opinion that the presence of Gallery attendant made it more easier, 9.95% gave credit to Font Style & Size, about 6% felt that the display and brief description made it easy to understand, 4.73% preferred Graphics and 3.51% voted to the lighting of the museum. While about 11 percent visitors were unsure and gave no response.



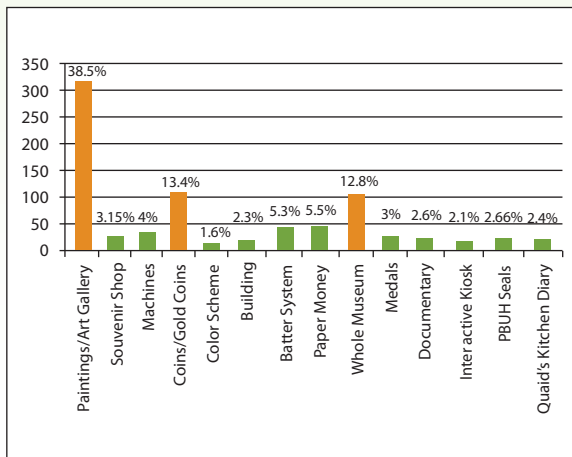
What made the panels & labels difficult to understand?

76% of the responses from the visitors show that there is no difficulty to understand the panels and labels, about 4% pointed out the small font size and too much writing on the panels and 2.5% reported that the low lights in the galleries were a bit difficult. While, 12.7 percent visitors did not comments.



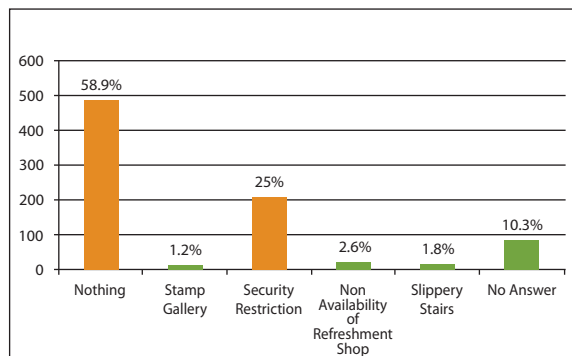
What, if any, do you find particularly attractive about the Museum?

When asked about particularly attractive objects of the Museum, 38% of the visitors were of the opinion that Sadequain gallery was the best. 13% felt that the Coins are more attractive, 12% found the whole museum attractive in terms of its collections, display & presentation. 5% gave credits to the Barter System and Paper Money. 4% praised the machines, 3% voted for Medals and Souvenir Shop, 2% voted for Building, Coins documentary, Interactive Kiosk, Quaid's Chef's Diary and Seals of the Holy Prophet (PBUH). While only 1% of the visitors paid attention to the Color Scheme of the Museum.



Would you be willing to tell me something you did not like about the Museum?

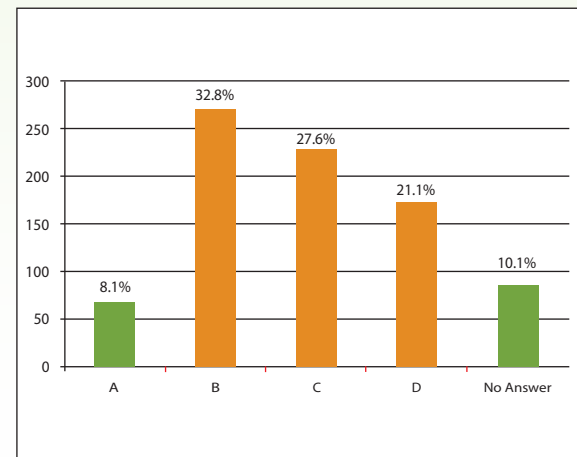
Majority of the visitors i.e. 58.9 percent replied that there is nothing to dislike about the museum. 25% reported that the extraordinary security restriction irritate the visitors during their visit. A very nominal number of visitors 2.6% objected to the non—availability of refreshment shop and about 1% each to Stamp gallery & Slippery Stairs.



Would you be interested in any of the following:

- Reading more about the history of money
- Having an activity in the gallery that gives you more information
- Attending a lecture about the history of Money
- Listening to a talk in the gallery

Around 32 percent of the visitors of the SBP Museum were in favor of different activities that give more information. 27% wanted to attend a lecture about the history of money, 21% showed their interest in listening talks. Only 8% visitors said that they are reading more about the history of money. While, 10% visitors were not interested to reply.



Additional Comments:

- Some coins are too small need some Magnification tools.
- Develop more interactive sessions for school children.
- It's a great and remarkable initiative taken by State Bank of Pakistan.

“the balance of power in museums is shifting from those who care for objects to those who care for people. The older ideology of conservation must now share its directing role with the newer ideology of collaboration.”

Eilean Hooper-Greenhill

What the Books Sys?

Visitors comment book has been sitting quietly, and somewhat inconspicuously, by the reception desk where visitors enter and exit the Museum. The comment book provides visitors with an opportunity to fill in their name and address and leave a short comment about their visit to the exhibition galleries. Visitors are free to reflect their thoughts and opinions about the Museum experience.

This work is an example for all curators in the world. The way history is displayed through coins is full of beauty and scientific interest at the same time. This is a jewel for the people of Pakistan.

Sandra Hasan, Museum Curator, Paris, France



It was exciting for me to visit State Bank Museum. It really reflect the hard work performed Dr. Asma and her colleagues. I have also seen the prominent collection coins of the world. But there is no match the way coins are represented, displayed in the Museum.

Dr. Anjum Rehman

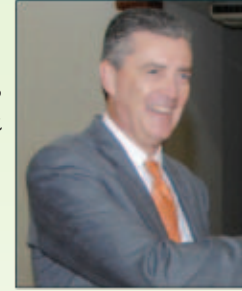


This building has been restored painstakingly and with love. I commend all who were associated with it and the Museum.

Justice Sarmad J. Osmany,
Supreme Court of Pakistan

This is a gem of museum, thank you somuch for your gracious hospitality.

Richard Olson, U.S.
Ambassador



A very interesting and educating experience. I must compliment all those specially Dr. Asma who had been instrumental in the development and upkeep of this museum. This is probably one of the best kept museum in Pakistan. Well done and keep it up.

Gen[®] Ahmed Bilal, Chairman SUPARCO



It was indeed a wonderful experience and I must say that the heritage has been preserved in best possible way. I also pay tribute to the Director who has done great effort to keep it this way. I wish that it could be publicized for general public to get maximum benefit. Keep it up.

Air Cd re. Shahbaz



We are very impressed by the staff of the State Bank Museum for their hospitality and high professionalism

Alexander Khozin,
Deputy Head of Mission, Russian Embassy



Social Media

In an open and digitized world where there are multiple avenues of knowledge and entertainment, museums have to compete with other cultural institutions to be able to attract and retain the visitors. Otherwise they cannot survive.⁴

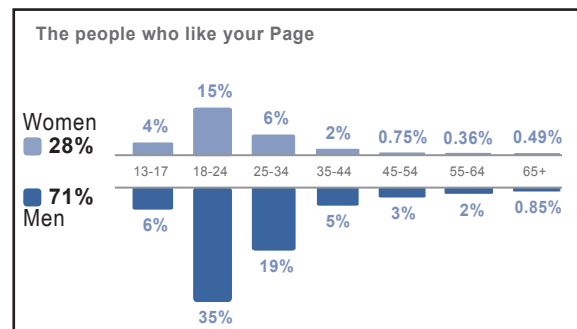
Keeping this fact official Facebook page of SBP Museum has been in operation since last 3 years and is used as a discursive interface for the Museum's activities.

Month	A	B	C	D
Jul-14	71	10	547	170
Aug-14	83	4	414	182
Sep-14	53	1	343	129
Oct-14	88	7	245	127
Nov-14	123	3	603	241
Dec-14	189	6	875	427
Jan-15	176	6	699	365
Feb-15	124	2	570	300
Mar-15	356	17	1464	794
Apr-15	123	9	584	285
May-15	416	14	1200	688
Jun-15	314	15	931	868
TOTAL	2116	94	8475	4576

Table II: Detail Insights of SBP Museum Facebook Page

In the FY 2014-2015 the number of Museum Fans increased upto 212%, in this period SBP Museum Page received 2116 New Likes, while last year the number was 678. Prominent people were also engaged and made positive comments about day-to-day activities of SBP Museum. Table II

Gender of the Museum Fans



Graph-5: Gender Classification

According to the Facebook the community of SBP Museum Fans contains 28% women and 71% men, between 13 to 65+ year age group. Around half audience (50% of the total) belongs to the age group of 18-24 years. Graph 5

Most Viewed Post

“Social constructivist approached to communication have helped museum to connect with the experiences, memories and understanding that visitors bring with them”

(Watkins and Mortimore 1999, Falk & Dierking 2000; Hein 1998)

Publication

Digitization of museum collection is one of the most important ethical duties of a museum. In this connection a Coloring Book based on the famous mural of Sadequain was published in June 2015.

Treasures of Time

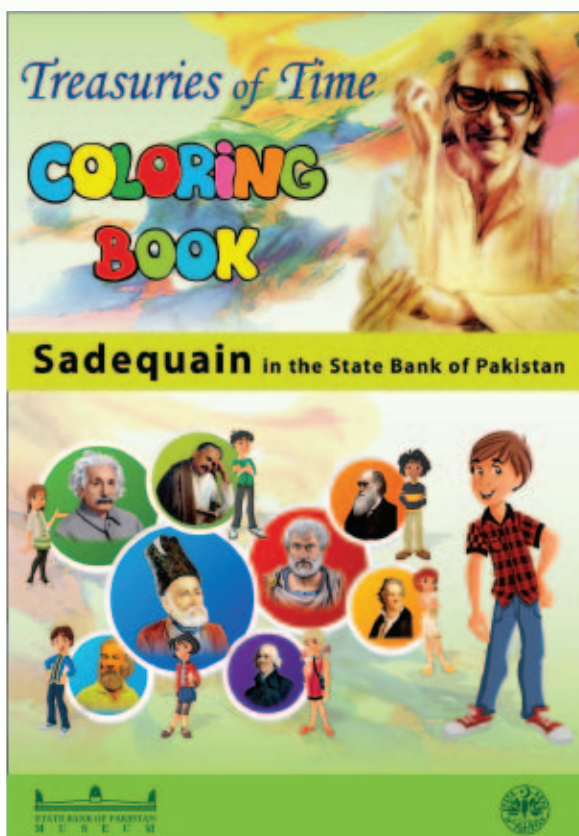
SBP Museum bring this 8ft X 64 ft huge Mural in the form of



This mural was originally painted for the library of State Bank of Pakistan, in the Central Directorate which was a new building in Karachi, 1961. It is the first large mural celebrating the intellectual achievements of human being, depicting 46 major figures of renowned personalities divided into five main sections. In the center of the painting the artist Sadequain has depicted himself showing his pulse to Hakeem Ali Razi.

Sadequain in the State Bank of Pakistan

This book features the story of human progress culturally and intellectually.



Each page of this coloring book is giving an introduction of a personality, a brief about the place of his birth, landmarks of home country and coinage/currency.

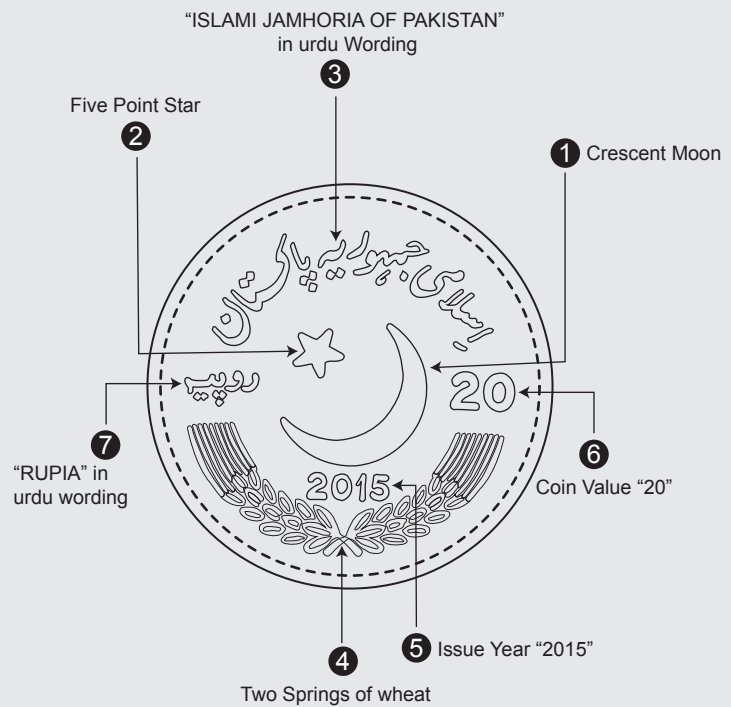


Pak - China Commemorative Coin

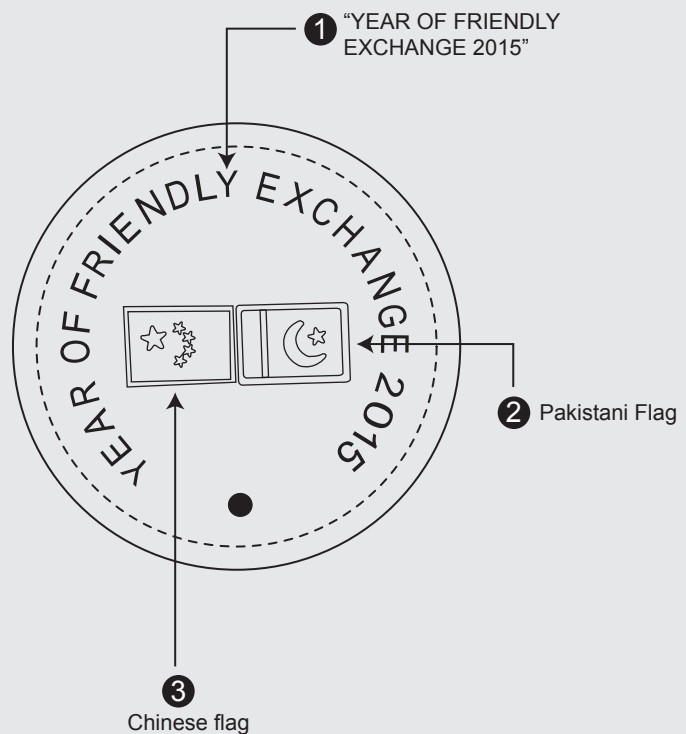
Pakistan - China Year of Friendly Exchange - 2015



Obverse



Reverse



Specifications of the Rs 20 coin:

Dimension: The coin is round with serration on the edge and a diameter of 27.5 mm weighing 10 grams.

Metal Composition: It is made of Cupro-Nickel containing 75% Copper and 25% Nickel.

Independence Day Celebrations

To celebrate the Independence Day of Pakistan an special exhibition was arranged at SBP Museum. The main objective of the exhibition was to give awareness to younger generation about the history and struggle for freedom. The exhibition consisted of two sections and both sections were arranged in chronological order starting from 1947 till present day. The exhibition displayed the original newspapers' clippings starting from 1947 to date and portrayed the same time period through historical photographs of political leaders and major events.



Pakistan U.S. Alumni Network

With the collaboration of Pakistan U.S. Alumni Network, 2 days workshop regarding the model/replica making was organized at SBP Museum on 18th & 19th August, 2015. In this workshop the participating alumni learned the techniques of making replicas/models from the technical staff of the museum.

At the concluding day of this workshop Director Museum, Dr. Asma Ibrahim as well as U.S. Consulate Karachi's Cultural affairs Officer Ms. Li Ping Lo and Assistant Cultural Affairs Officer Ms. Priscilla Guzman distributed the certificates to the participants and encouraged them to attend such workshops more often & appreciated the efforts of State Bank Museum in preserving Cultural Heritage of Pakistan.



REPLICA MODEL MAKING WORKSHOP

18th & 19th August, 2014

Winter Camp

Winter Camp for 3-9 years age children of Daycare Centre was organized in December, 2014 to support the role of Museum in education. There were 12 participants and 2 volunteers.

This is a rare opportunity for any institution that the children can participate in museum's activities continuously since the inauguration of the Museum from July, 2011. Some of these children are now members of the Museum for the last three years and take Museum as their friend and own it, which is one of the major achievement of the State Bank Museum.



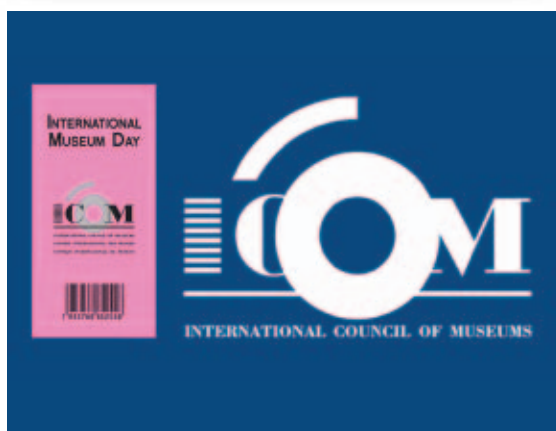
International Museum Day

Every year International Museum Day is celebrated worldwide around May 18, to raise awareness on how important museums are in the development of society.

Being a member of museum's community and to assume their part for the betterment of society State Bank Museum is also celebrating this day since its inception.

In this regard on 18th May, 2015 an Art competition was arranged between the students of Bahria College-Junior Branch. In which children participated actively and transform their own thinking on the paper. During this competition student's experience regarding the day was also recorded to preserve the social history of State Bank Museum. At the end of the program Dr. Asma Ibrahim, Director M&AG distributed gifts to the winners.

Each year's International Museum Day theme is proposed by ICOM's network and aims to promote museum issues within society. In 2015, the event was celebrated the theme: "Museums for a sustainable society".



Calligraphy Workshop

The workshop was focused on the basic training & practice of calligraphy, including traditional & contemporary techniques & drawing motifs with text. Last year the same workshop was organized with a prime focus on different techniques of calligraphy for young artists to explore their hidden talent in the field of visual art. This year the children experienced one step further.

The Calligraphy Workshop for children from 7 to 15 years age group for the SBP and SBP BSC employees was held from 22nd to 26th June, 2015 in the State Bank Museum.

Around 105 children participated in workshop and learned the history & development of Calligraphy as an Islamic Art & its unique place among the contemporary arts. The interest of children was amazing and the progress of children from the previous year was something to be proud of.



Souvenir / Replica Making Workshop

Souvenir/Replica making is one of the best creative activities for children; it educates them about objects belonging to different walks of life and subjects and also gives confidence of creating art work.

The Workshop for 8 to 12 years old kids of SBP and SBP BSC Employees was held in the last week of June, 2015. In the workshop the children were guided how to make their own souvenirs i.e. Button Art, Stone Painting, Cloth wall Hanging, Kite Making and decoration of Mug with permanent colors.

It was attended by a large number of kids as they created their own unique souvenirs to take home.



Art Exhibitions

Contemporary Art Gallery is an important part of the Museum, its main objective under CSR to arrange temporary exhibitions of young, upcoming and unknown artists as well as the artists who do not have any means to display, promote and sale their art work in reputed galleries.

These exhibitions are arranged on quarterly basis, as sponsors.

Exhibition of Paintings "Flower & Birds" by Mr. Ashraf Hussain

An exhibition was inaugurated on 18th May, 2015 to celebrate the International Museum Day.

This exhibition, had a theme of distinctive visual language of bird and flower painting in very special style, that has facilitated dialogue across Asia between man and nature.



Exhibition of Paintings by Mr. Olag

In collaboration with Russian Art Centre, Museum & Art Gallery Department arranged the painting exhibition of Mr. Olag, Russian Diplomat in the month of April, 2015.

These paintings were divided into two groups such as sunny beaches, salt range and very famous streets of Karachi, secondly, landscapes, still life and flora & fauna of Russia.

The Russian Diplomat paint as a hobby and have no teacher. The exhibition was praised by a large number of visitors.



Director Activities

Domestic:

Presented research paper on the Forgotten Victoria Museum of Karachi during 2nd International Conference on Karachi, held on 21 - 23 November, 2014. She is also the President & Founding member of Karachi Conference Foundation.

Carried out excavations at the famous archaeological site of Banbhore, as Director, Pakistan-Italian & French archaeological mission.

International:

Presented a paper on “New research on Islamic Glass from recent excavations at Banbhore”, at Islamic Museum Berlin, May 2015, funded by Islamic Museum Berlin.

Presented a paper on “Recent Archaeological Excavation at Banbhore 2013-2014”, at annual conference of South Asia, Wisconsin, Madison, USA. Funded by American Institute of Pakistan Studies.



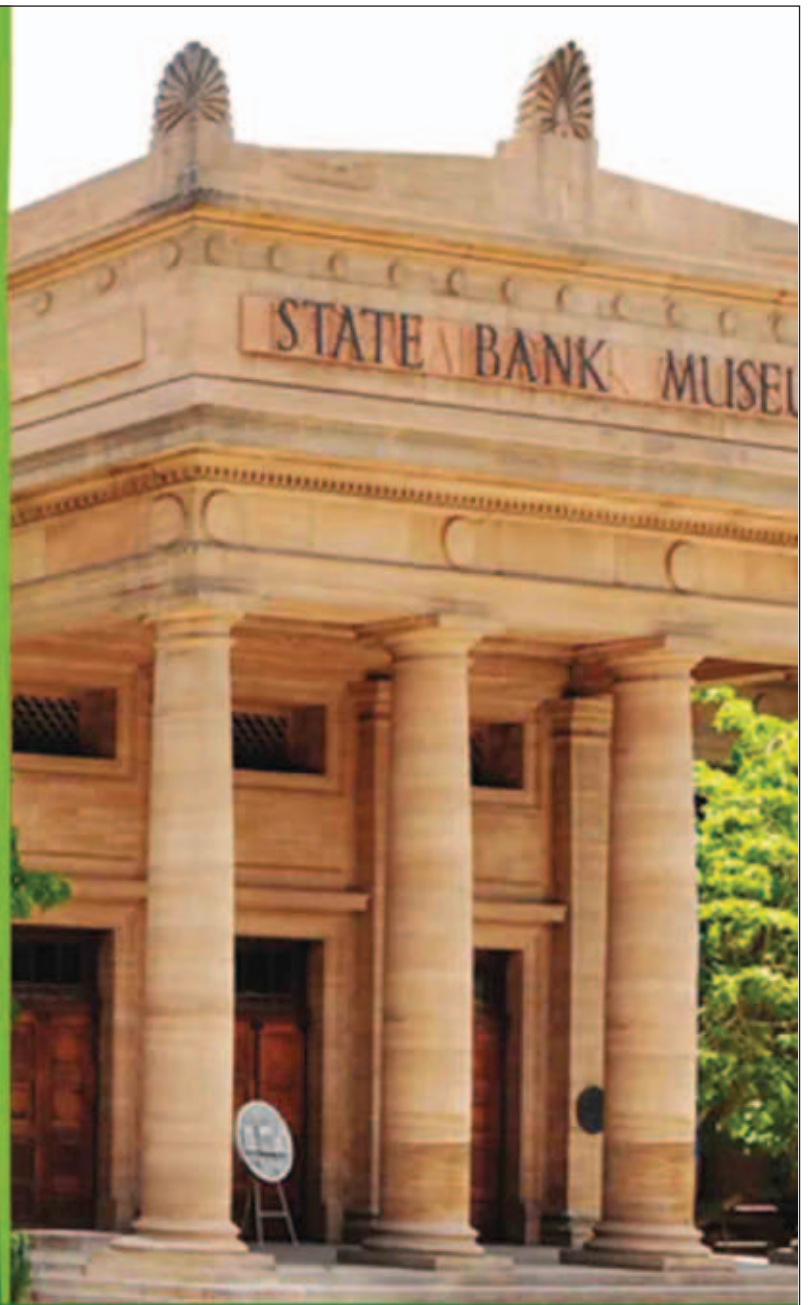
Play Your Part in Preserving History For Future Generations

For millennia, written records have provided essential clues to the past. Through letters, diaries, and unpublished writings of many types, and also through the audible, visual, and electronic records of recent times, researchers have been able to study and understand much about the history of particular families, communities, businesses, and organizations, the history of specific events and broader societal trends, and the history of the Pakistan and State bank in general. Letters, emails, diaries, photos, and other material accumulated over the years give vital and unique information.

The State Bank of Pakistan has been long standing patron of the arts and Heritage. Its Icon Project State Bank Museum and Art Gallery established in the old State Bank Building (Annex), inaugurated on 1st July 2011. The building is a heritage monument. In a short span of time the State Bank Museum has become the member of ICOM (International Council of Museums) and CAM (Commonwealth Association of Museums) etc.

It was a great pleasure to see how the citizens, collectors responded to the call for preserving the heritage. The coins, old currency notes, stamps and other related archival material was not only offered at a nominal price but was also offered as donations and gifts, for the cause of the Museum. The Museum received some valuable pieces of arts on permanent loan and also gift of art as an appreciation token from private collectors.

To acknowledge the concern and assistance of the people, the museum is expanding its drive by an open call to contribute by sharing your valuables in anyway you feel these to be preserved for the future generations.



Leave a legacy or gift an object to the Museum

Legacies and gifts, however big or small, are vital and valuable work in supporting museums. By leaving a gift or legacy to the SBP Museum not only you will be able to have due acknowledgment by name in the prestigious museum but also your collection is preserved.

As per principles of ICOM, museums have the duty to acquire, preserve and promote their collections as a contribution to safeguarding the natural, cultural and scientific heritage. Their collections are protected by international legislations.

**Open Daily - Monday to Thursday & Saturday
(9:30 a.m, to 5:00 p.m)
Friday & Sunday Closed**

What Museum Can Do for You?

The Museum is run by professionals—archivists, curators, and maintain collections of written, visual, audible, and electronic material created by private citizens both past and present for research by generations to come. If your personal or family records are deemed appropriate for the Museums' collection, and you agree to donate those materials, you stand to gain many benefits.

The Museum provides the materials with environmentally controlled, secure physical and digital storage and can oversee their proper handling and use. Equally important, it can provide research access to the contents of the records, both to you and to others. Wherever the type and size of collections allow the Museum shall reserve a corner in the name of the donor or a showcase where the collection of the donor will be displayed.



State Bank of Pakistan

Museum & Art Gallery Department,
State Bank of Pakistan, I.I. Chundrigar Road, Karachi.
Phone: 99221011, 32453051
Fax: 99213959, Website: www.sbp.org.pk/museum
Facebook: www.facebook.com/SBPmuseum

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MUSEUM



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