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## MUSEUM MARKETING IN GUJARAT: A SOLUTION TO IDENTITY CRISIS?

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### ABSTRACT

*Generally and traditionally understood basic museum functions are, collection, care, exhibition, research and interpretation. At present, reduction of public funding led to the emergence of marketing not only as an essential activity of museums but also act as an instrument for generating local and regional identity. The scenario of museum marketing, its varied dimensions, relevance in branding and filling up identity issues has not been studied in Indian context. Majority of the regional museums enhanced pride and identity of the regions from the time of their inception. However, of late it has been felt and evidences suggest that, many of them started to lose their initial impact and identity, though they were rich with unique and rare internationally reputed collections. The present paper is based on a research survey done in four regional museums from Gujarat, Western India having diverse scope; i.e., an archaeological site museum managed by federal government, a multipurpose museum under state government, a private trust museum, a department museum under university jurisdiction which reflects the regional identity in various perspectives. It has been found that, museums of this region never took marketing and branding of rare collection for identity building or image making due to lack of staff, problems of accessibility, lack of awareness, and rejection of the idea of image building simply due to evasion.*

**KEYWORDS:** *site museum, multipurpose museum, identity building, evasion etc.*

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