



Ministry of Culture
Government of India



National Council of
Science Museums

HAR घर MUSEUM

UNVEILING COLLECTION FROM EVERY HOUSEHOLD

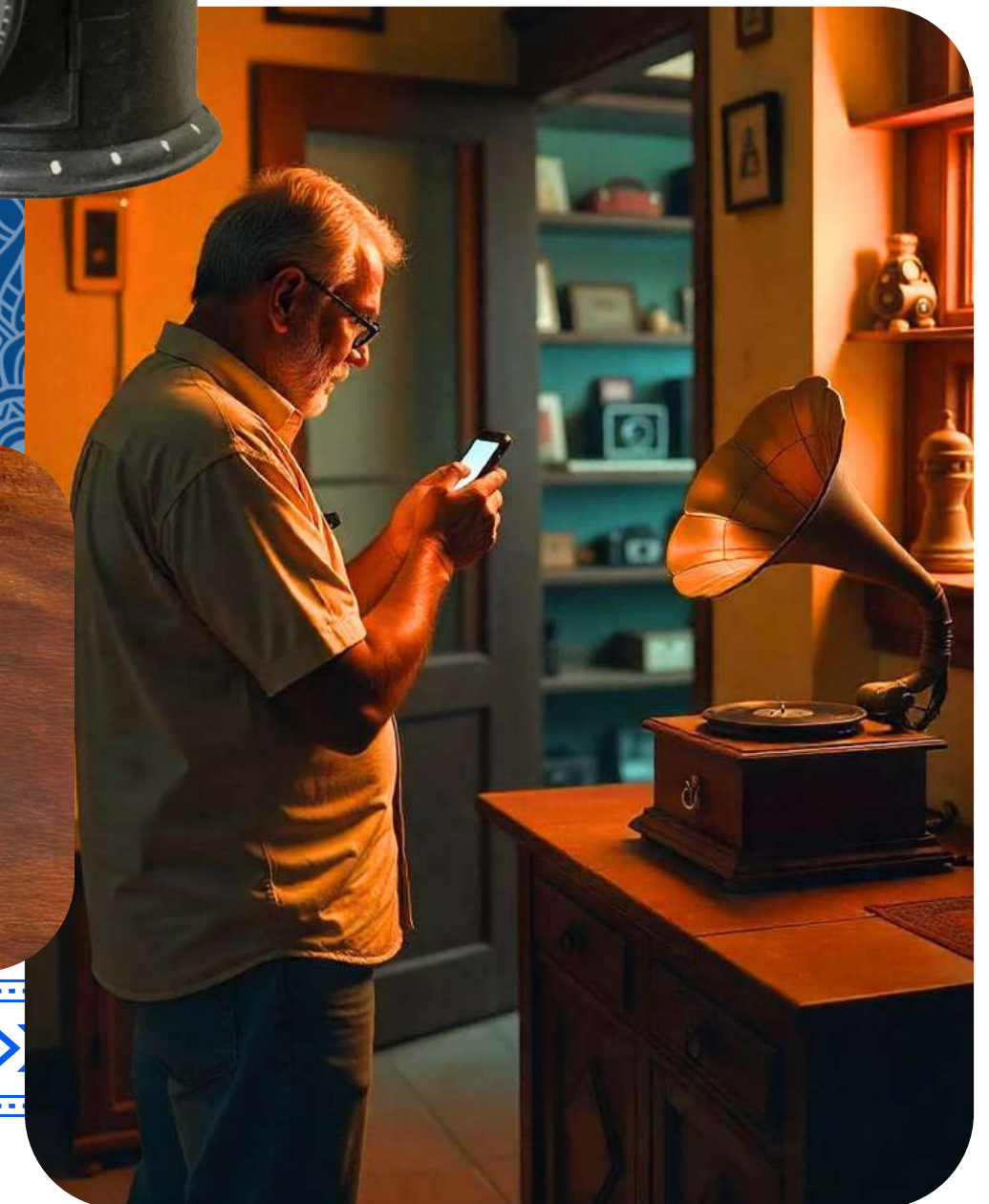
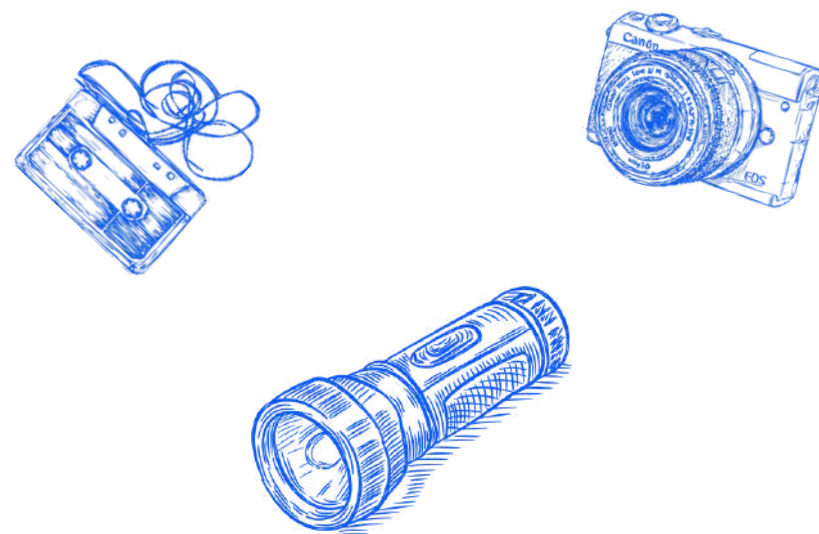
A Participatory Digital & Social Media Campaign by
National Council of Science Museums
Ministry of Culture, Government of India

Season 1 | 13 May 2025

Season 2 | 18 May 2026

Har Ghar Museum Started With A Simple Challenge:

How might we turn the objects,
memories and collections hidden
inside Indian homes into an
accessible, engaging and
participatory museum experience-
through social media?



Problems

1 Hidden Today. Lost Tomorrow.

Countless stories of heritage remained unseen and unheard

2 The Collector Knew. The World Didn't.

The people preserving heritage and their collections were often lesser known

3 A Museum Had Walls, Hours and a Postcode.

Access was limited by physical boundaries.

4 When Memories Don't Reach the Next Generation.

Stories and knowledge and traditions were getting lost between generations

5 The Missing Link

The People Preserving Heritage at Home Were Often Unsung

6 An Object Without a Story Could Remain Just an Object.

Heritage needed context to create awareness and connection



1

Hidden Today. Lost Tomorrow.

Countless stories of heritage remained unseen and unheard

Across homes and private collections, people preserve artefacts, vintage technology, heirlooms and everyday objects carrying stories of science, culture, society and personal history. Yet many remained undiscovered, undocumented and disconnected from the wider public.

Without recognition and documentation, objects—and the knowledge attached to them—risk being discarded, dispersed, damaged, forgotten or lost.



Across India, people preserve:



Scientific Objects



Vintage Technology



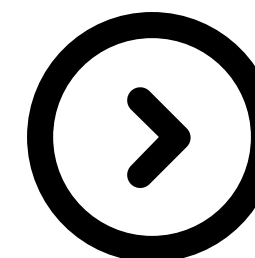
Artefacts



Heirlooms



Books



And many more

2 The Collector Knew. The World Didn't.

The people preserving heritage and their collections were often lesser known

Collectors invest years of knowledge, passion and resources into preserving objects and memories. Yet conventional system rarely positioned them as contributors to the larger heritage conversation.

The challenge was to recognise the **Collector not merely as an owner of objects, but as a curator, storyteller and custodian of knowledge & heritage.**





3 A Museum Had Walls, Hours and a Postcode.

Access was limited by physical boundaries

Traditional museum experiences depend on where a visitor is and when they can visit. Private collections faced even greater barriers, often remaining accessible only within individual homes.

The challenge was to create a museum experience that could exist **beyond physical walls, fixed timings and geographic boundaries.**

4 When Memories Don't Reach the Next Generation.

Stories and knowledge and traditions were getting lost between generations



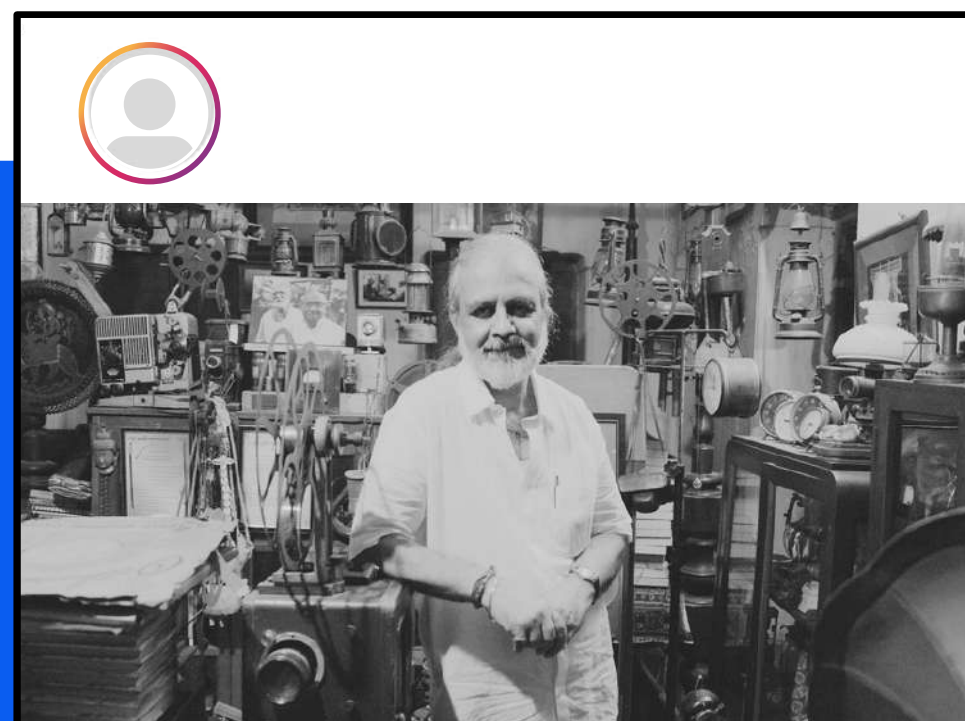
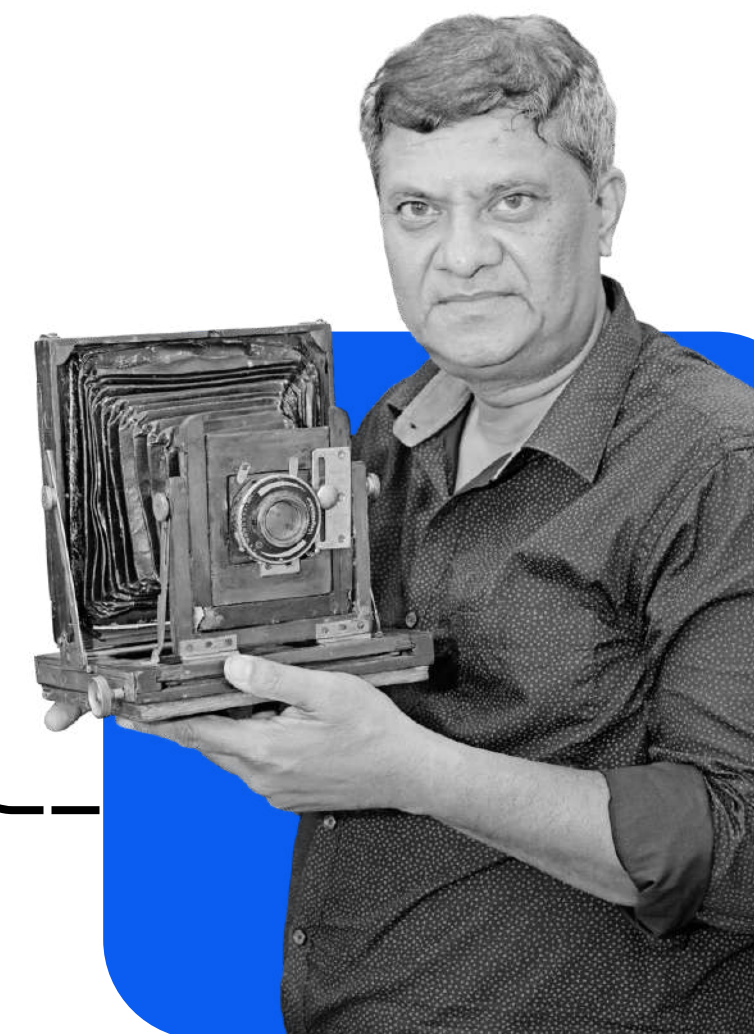
Objects that carried memories and traditions of previous generations were becoming increasingly unfamiliar to younger audiences. As technologies, lifestyles and everyday objects changed, their historical and cultural value could be lost without the stories that gave them context. At the same time, collectors and older generations held rich knowledge and personal memories that often remained undocumented within homes and personal circles.

5 The Missing Link

Unsung custodians at home may hold the missing links to stories preserved in museums

The conventional museum model positioned the museum as the custodian of collections and the public as visitors. Yet, across the country, citizens were already preserving objects, heirlooms, documents and personal histories within their homes. These household collections can offer valuable context, memories and missing links that complement the histories of objects preserved in conventional museums—revealing the broader journey and development of an object beyond its institutional collection.

The missing connection was a simple way for people to **contribute their own collections and become active participants in the museum conversation.**



6 An Object Without a Story Could Remain Just an Object

Heritage needed context to create awareness and connection.

A vintage camera, radio, lantern or family heirloom may hold historical significance, but its value is not always immediately visible—especially to younger and non-specialist audiences.

The challenge was to transform objects into relatable stories that could inspire discussion, curiosity, understanding and greater awareness of collection and preservation.

What Can Disappear ?



**Scientific,
Technological &
Cultural Heritage**



**Stories of Everyday
Life**



**Family & Community
Histories**



**Fragments of India's
National Heritage**



Solution



1 We Opened a Digital Door
Discovering heritage beyond museum collections

2 Hunt For Hidden Museums
Encouraging Every Home to be a Museum

3 The Collector Became the Curator
Recognising citizens as custodians of heritage

4 We Turned Memory into Digital Storytelling
Bridging generations through context

5 We Turned Social Media into a Living Museum
From content distribution to preservation and participation

6 Accessible Anytime, Anywhere
Creating a 24/7, borderless digital museum



The Big Idea

What If Every Home Could Hold a Museum Story ?

#HarGharMuseum (meaning Every Home a Museum) is a nationwide social media initiative that celebrates India's heritage collectors and their household treasures and fosters awareness on heritage collection and preservation.

As part of celebration of International Museum Day, the campaign harnessed the power of social media across Instagram, Facebook, and YouTube — to present stories, photographs, and videos of rare artefacts, heirlooms, and hidden treasures from across the country.

This campaign brought to light India's priceless heritage that would have otherwise stayed confined within household walls.

This initiative was conceptualised and initiated by the Public Relations Section of NCSM

COLLECTION TYPES



CLICK TO WATCH

1 We Opened a Digital Door

Discovering heritage beyond museum collections

NCSM invited collectors, families and heritage enthusiasts to submit photographs, videos, write-ups and personal stories of their collections.

A simple open call on social media platforms of NCSM became a talking point for discovering heritage that existed beyond institutional collections in India and beyond.

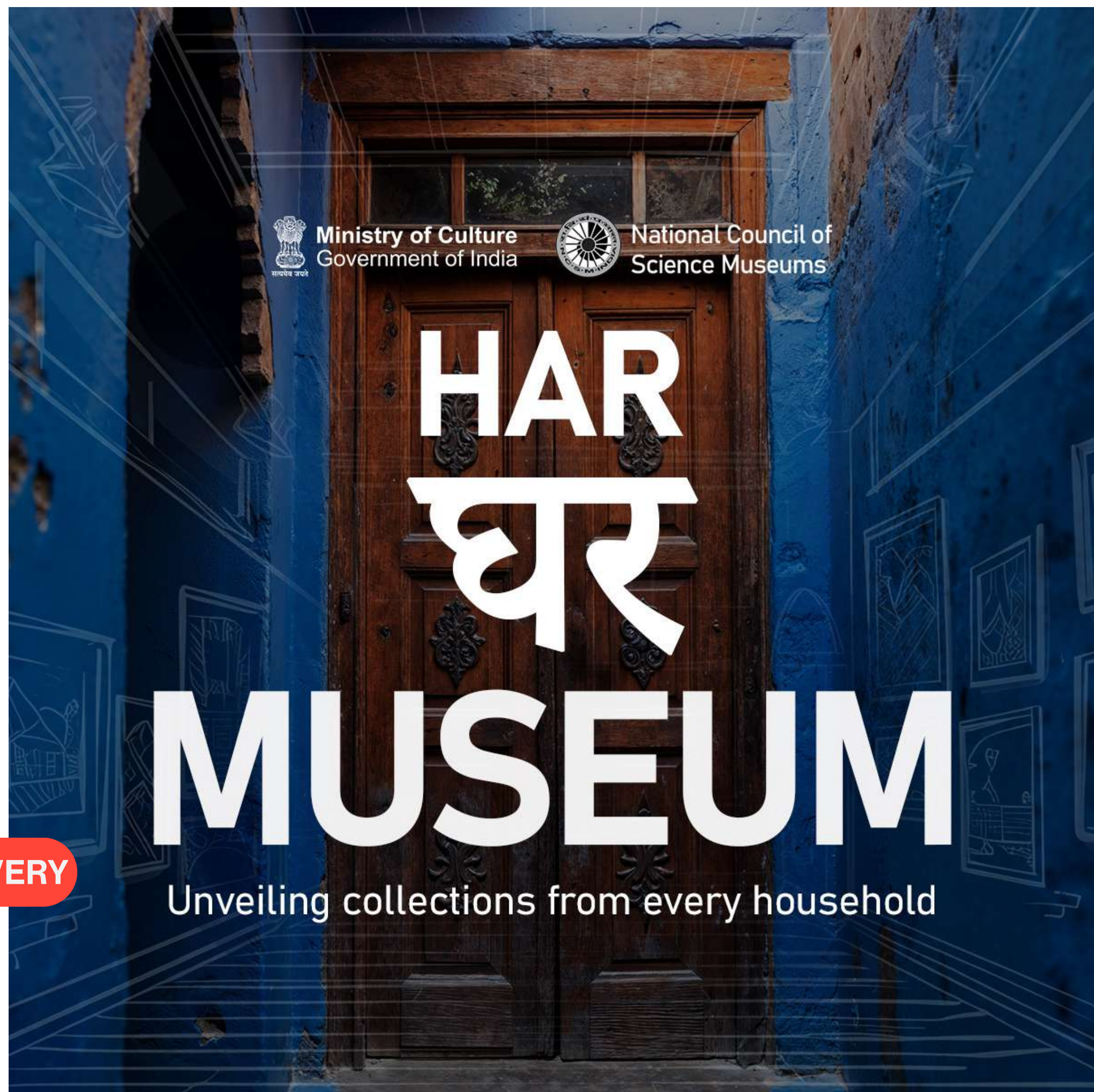
HOME



COLLECTION



DISCOVERY



Ministry of Culture
Government of India

National Council of
Science Museums

DO YOU HAVE ANYTHING

VINTAGE?

Here's a chance to take your collection to the world

#HarGharMuseum

Ministry of Culture
Government of India

National Council of
Science Museums

Inspired by Hon'ble PM Shri Narendra Modi's vision that every house holds a piece of history worth preserving

HAR घर MUSEUM

Calling all *individual collectors, enthusiasts and families* to share their **unique collection** with us and we will showcase it to the world.

#HarGharMuseum

Swipe to know how

Ministry of Culture
Government of India

National Council of
Science Museums

Be it rare coins, vintage cameras or antique artefacts, we'd love to see them all...

Pick a rare artefact, heirloom, relic or any unique collection from your home

Tell us about its historical background or significance through photos, videos or narration

Don't forget to share any backstory, family tradition, or the journey of how you found the item

#HarGharMuseum

Detailed Submission Guidelines

Open
Call
through
Social
Media

Ministry of Culture
Government of India

National Council of
Science Museums

SUBMISSION GUIDELINES

Take a clear photo or video of your collection in vertical format

You can write about your collection or talk about its backstory, historical significance in a video

Ensure good quality visuals - Well lit, in focus and covered from multiple angles

In case you are unable to edit the video, kindly send the unedited/raw clips

#HarGharMuseum

Ministry of Culture
Government of India

National Council of
Science Museums

TERMS & CONDITIONS

Content Submission: By submitting, you grant permission for NCSM to use and edit your content for promotional purposes.

Ownership and Rights: You confirm ownership and rights to all submitted content.

Authenticity: All submissions must be authentic, with accurate representations of the collection and its backstory.

No Offensive Content: Submissions must not contain offensive or unlawful material.

Personal Information: Personal details shared will be kept confidential and used only for this purpose.

Right to Reject: We reserve the right to reject content that doesn't meet standards.

Changes to Terms: We may update these terms and will notify you of any significant changes.

#HarGharMuseum

Ministry of Culture
Government of India

National Council of
Science Museums

Unveiling Priceless Stories

ONE HOUSE AT A TIME

Send your submissions to **nscsmcontests@gmail.com**

#HarGharMuseum

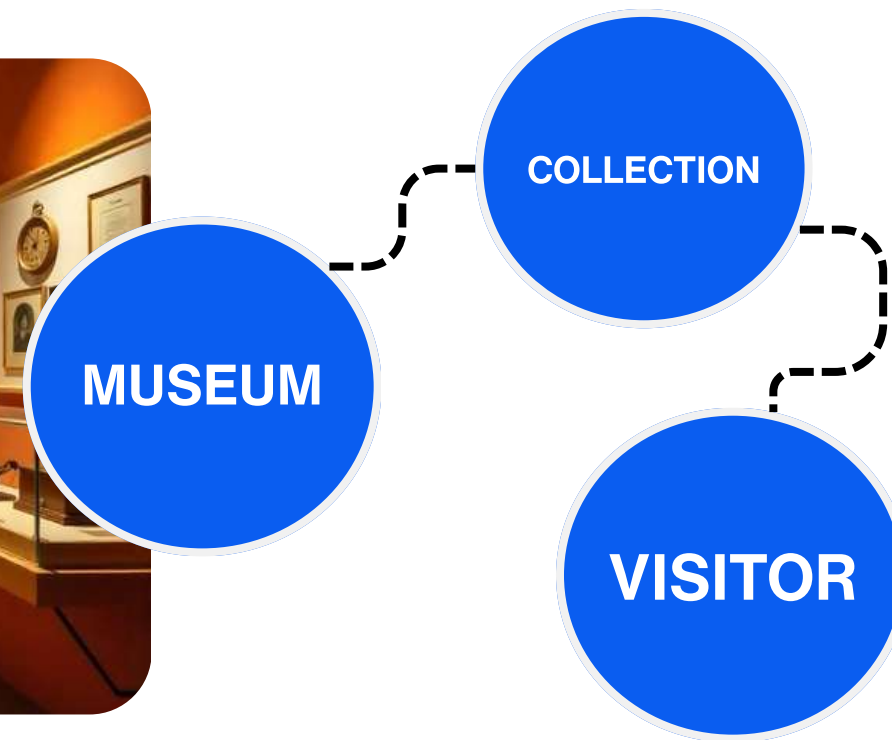
2 Hunt for Hidden Museums

FROM MUSEUM VISITOR → MUSEUM CONTRIBUTOR

Har Ghar Museum redesigned the traditional museum pathway and encouraged every home to be a museum

HAR GHAR MUSEUM

TRADITIONAL PATH



The audience was no longer only consuming museum content. They could help create it.



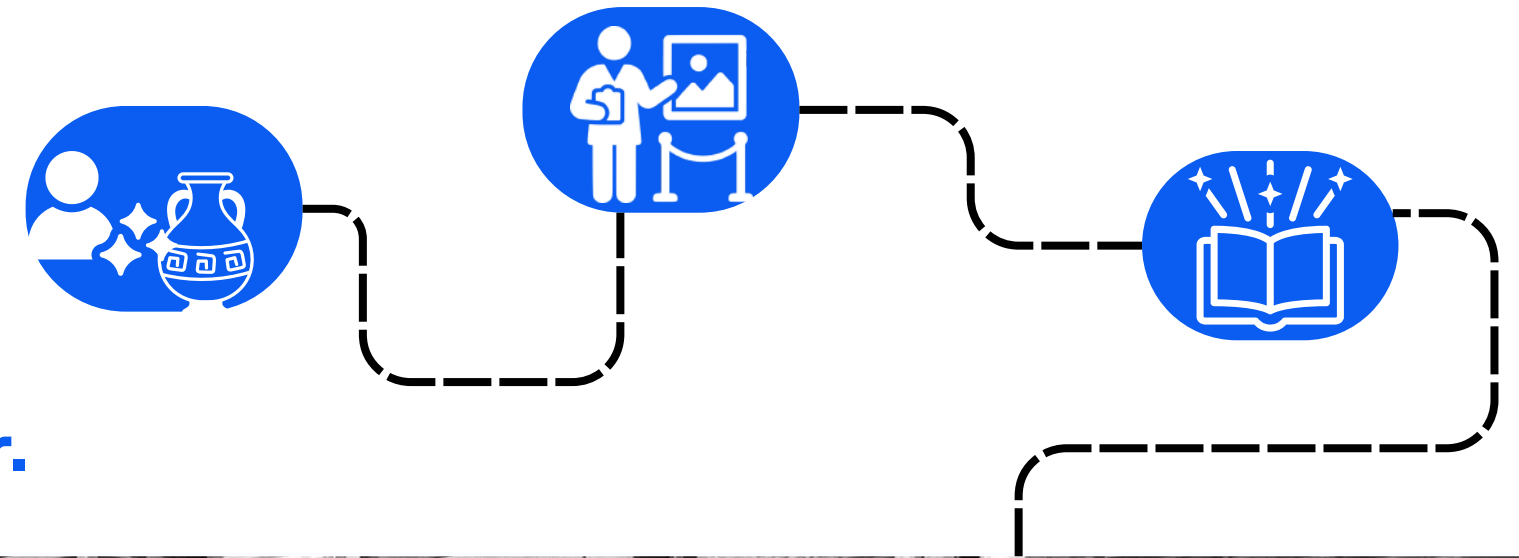
3 The Collector Became the Curator

Recognising citizens as custodians of heritage

Instead of separating the collector from the museum narrative, Har Ghar Museum placed the collector at its centre.

Their collections, memories and knowledge became the foundation of the story—shifting their role from

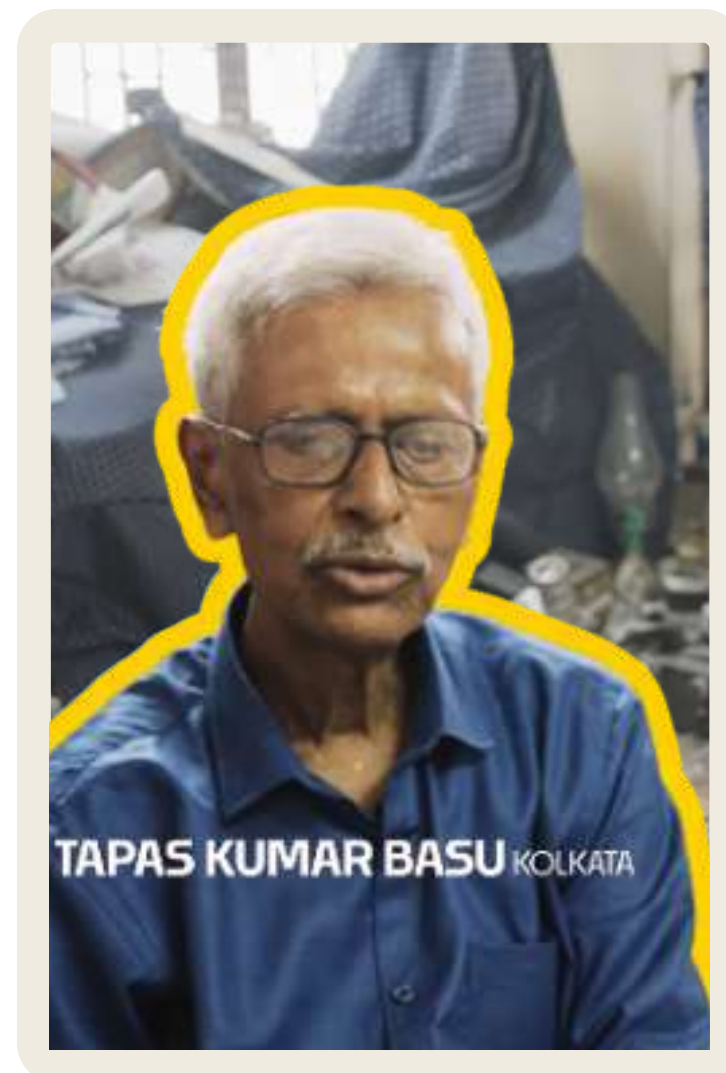
object owner to curator, storyteller and contributor.



4 We Turned Memory into Digital Storytelling

Bridging generations through context

Objects were transformed into accessible, multimedia narratives through reels, carousels, interviews, hero videos and documentary-style content.



[CLICK TO WATCH](#)



[CLICK
TO
READ](#)

By combining the **object + collector + context + story**, **Har Ghar Museum** created a digital bridge between what one generation remembers and what another can discover.

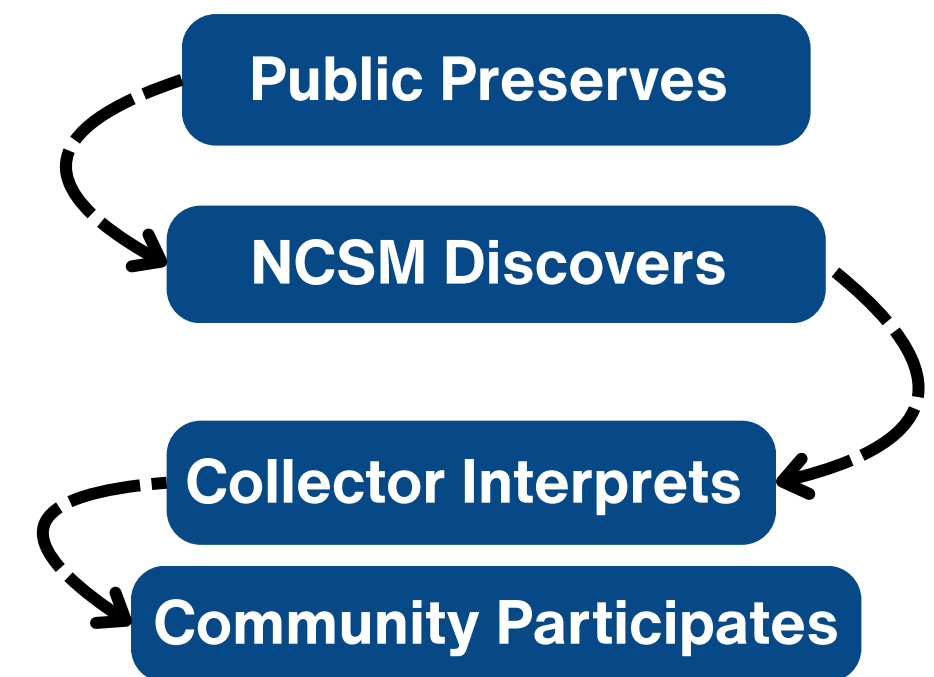
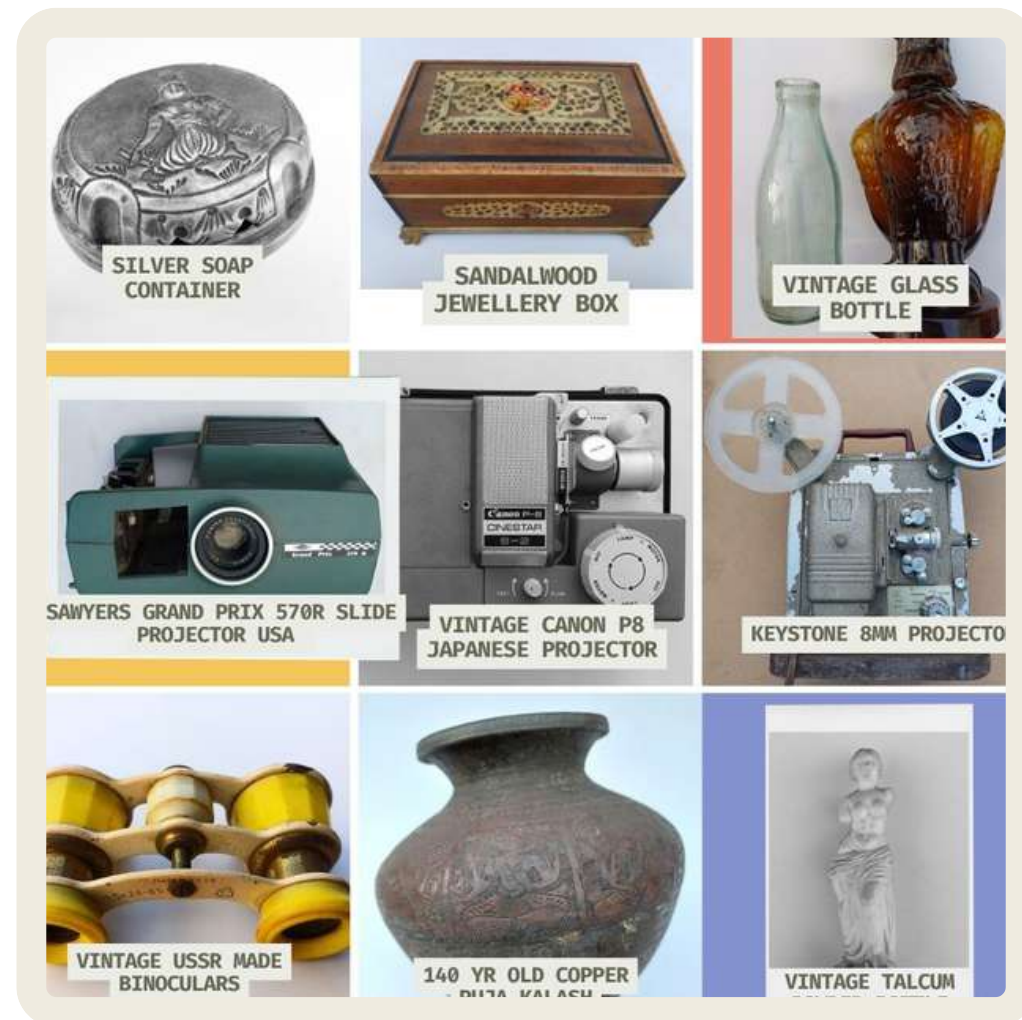


[CLICK TO WATCH](#)

5 We Turned Social Media into a Living Museum

From content distribution to preservation and participation

Social media became more than a promotional channel. It functioned as a shared digital space to discover, document, curate and connect collections and their stories.



Instagram, Facebook, and YouTube became the exhibition space.

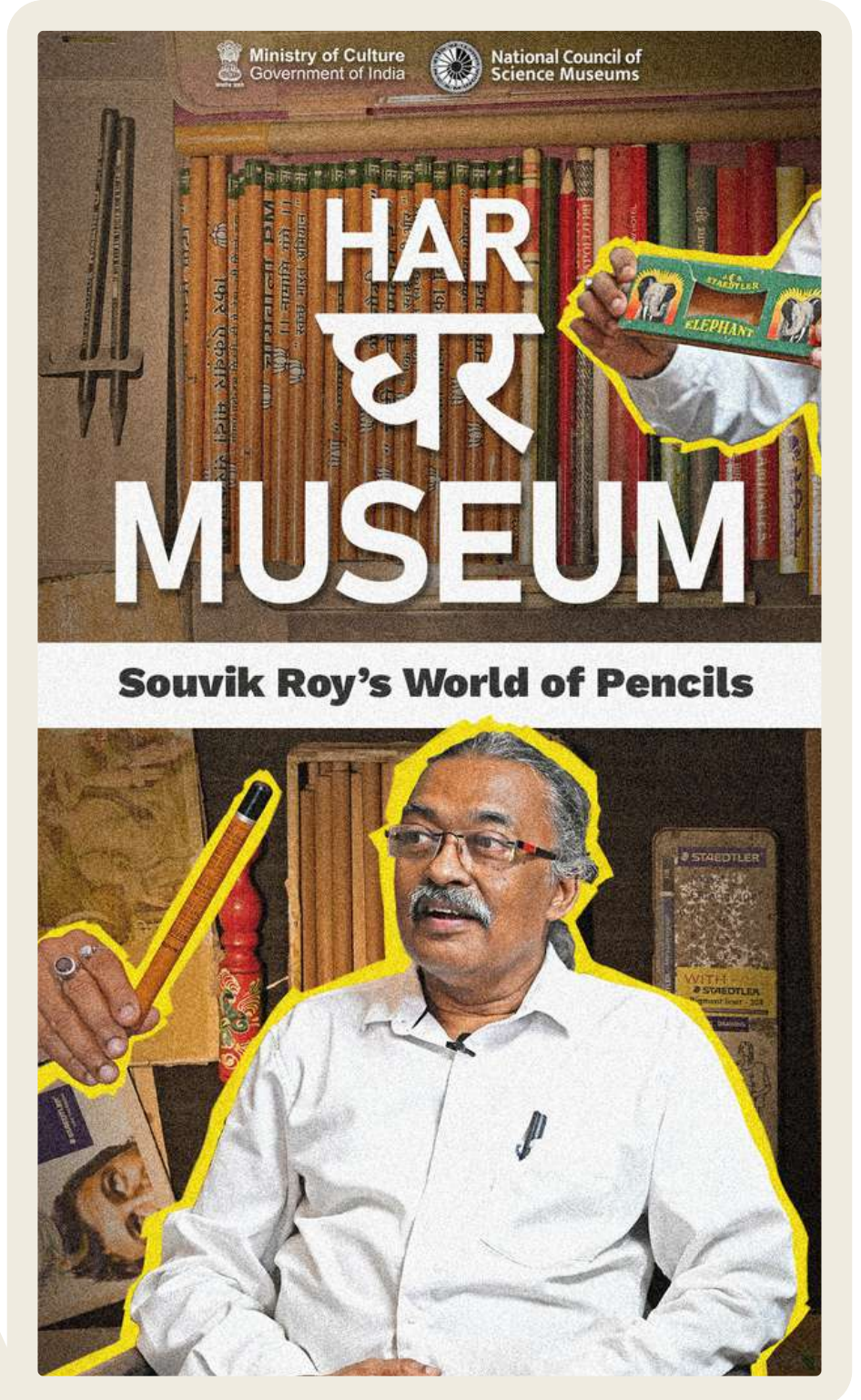
Collections could remain safely within their homes while their stories travelled digitally—making museum discovery possible beyond fixed opening hours and geographic limitations.



[CLICK TO WATCH](#)



[CLICK TO WATCH](#)



[CLICK TO WATCH](#)

Accessible Anytime, Anywhere.

Creating a 24/7, borderless digital museum.



Impact

1 Hidden Collections Entered the National Conversation.
Discovery at scale

2 Collectors Became Recognised Heritage Contributors
From private custodians to public storytellers

3 The Museum Reached Beyond Its Walls
24/7 discovery, beyond geography

4 Millions Discovered Heritage Through Their Screens
Social media created museum-scale reach

5 Objects Became Conversations Across Generations
Awareness moved beyond the object itself

6 A Social Media Campaign Became a Continuing Movement
From engagement to participation and continuity



1 Hidden Collections Entered the National Conversation

Discovery at scale

The campaign received

170+

entries from collectors, families and heritage enthusiasts.

Collections that may otherwise have remained within private homes entered a shared digital museum ecosystem.



Result: Previously unseen heritage gained public visibility.

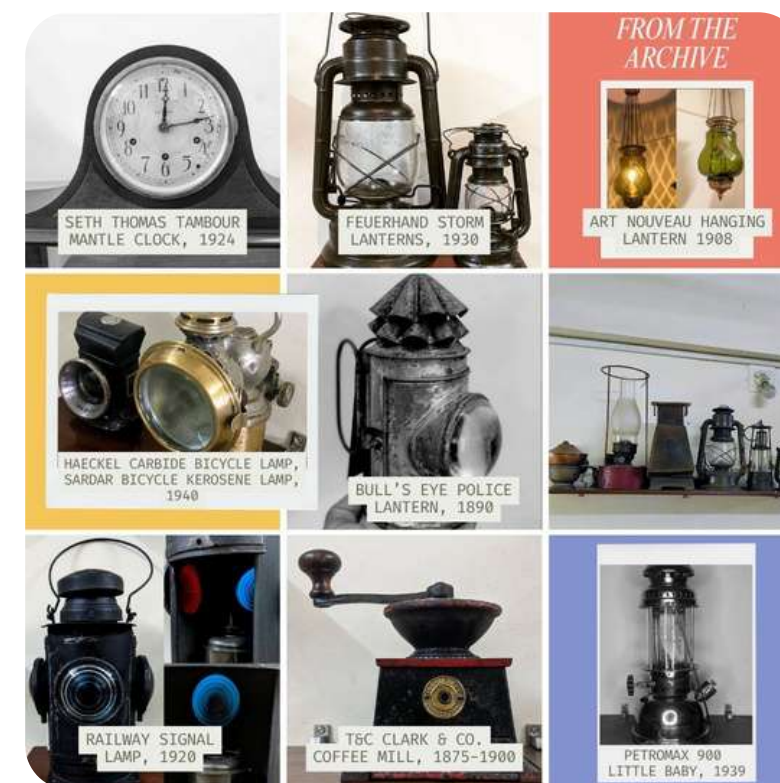
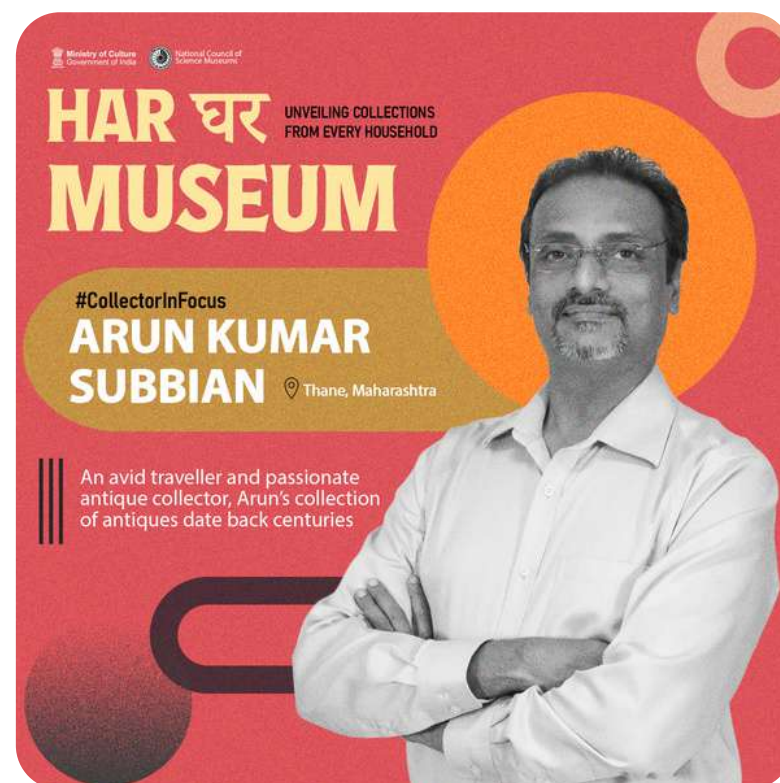


1 Lakh +

Vintage objects, artefacts and heirlooms showcased through social media platforms

2 Collectors Became Recognised Heritage Contributors

From private custodians to public storytellers



Har Ghar Museum gave collectors a platform to share not only their objects but also the knowledge, memories, and histories behind them.

#CollectorInFocus - A social media series featuring passionate individual collectors and their treasured collection of antique objects, family heirlooms and vintage artefacts.



Result: The collector became a visible part of the museum experience rather than remaining behind the collection

3

The Museum Reached Beyond Its Walls

24/7 discovery, beyond geography



Through social media, collections could be discovered independent of museum opening hours or the physical location of the collector.

Contributors came from across India, with entries also received from Indians residing in the United States.

Result: A local collection could become part of a national—and potentially global—heritage conversation.

4 Millions Discovered Heritage Through Their Screens

Social media created museum-scale reach

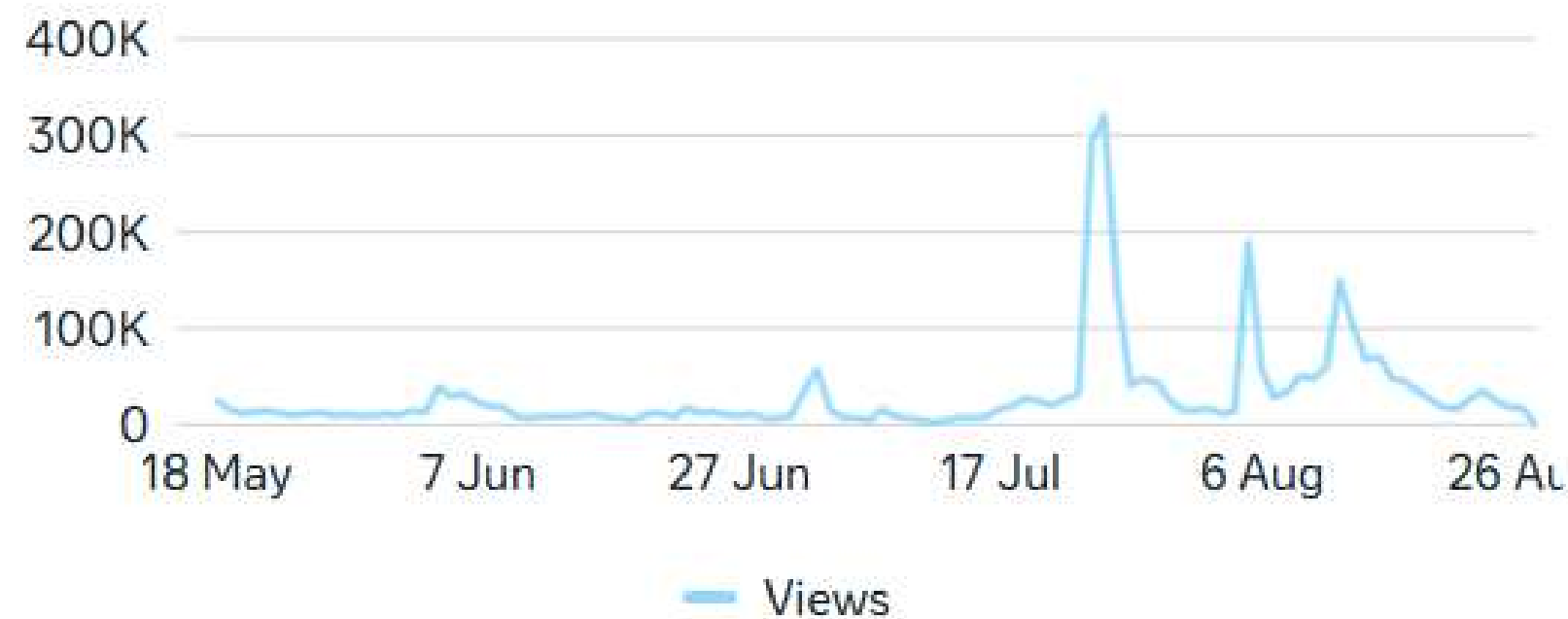
Engagement ?

109.215%

Views ⓘ

Export ▼

3.1M ↑ 99.5%



Avg. activity ?

728.10%

25 Million+

viewers engaged through all other media including social media

15 Million+

views across all social media platforms

The initiative demonstrated that heritage storytelling could travel far beyond the physical visitor base of a museum.

Result: Museum discovery shifted from destination-based access to digital, on-demand engagement.



5 Objects Became Conversations Across Generations

Awareness moved beyond the object itself

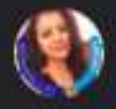
By combining personal memories with accessible multimedia storytelling, Har Ghar Museum gave unfamiliar objects context and relevance.

Audience engagement reflected curiosity, nostalgia and interest in discovering collections from across India.

Result: Objects became entry points for discussion, understanding and greater awareness of the value of collecting and preserving heritage.

Objects Became Conversations Across Generations

 **nilay_shah04** Very nice initiative to show the old unseen collection from all the people around the world @ncsm_goi
2d 1 like Reply

 **angel_in_del** Beautiful idea!! Looking forward to discovering history through the lens of individuals' homes
4w 1 like Reply ...

 **neerscreenprints** Only for Indian residents? Or can we submit from uk too?
7w 4 likes Reply ...

 **origins.and.horizons** What an amazing concept! ❤️
7w 2 likes Reply

 **ranaswarajsinh** Wonderful initiative!
7w 2 likes Reply ...

 **prachi.more1** 3w
So different & unique very interesting to witness the collection dada 🙌❤️

 **Kaur Harpreet**
I used to be a collector too but forgotten my passion thanks for reminding me 💖💖
huge love ,,,, thanks 🙏🙏🙏

 **Amit Kumar**
good to hear govt helping them to preserve history

 **Honey William**
Good to hear about Ghar Ghar Museum.I also have collection of about more than 500 artifacts,wish to make a museum. Only problem is I am alone to take care of my huge collection sitting in boxes. Looking for some interested person in punjab,to join me in arranging things ,to form a Museum.I have lots of kerosene oil operated Lamps,Kerosene oil operated Fans,kerosene oil operated press, kerosene oil operated fridge, Moghal period locks,about 200,stoves,petromax,Pianos,Accordion,guitars,stars,mendolin,violin.vintage scooters8,vintage motorcycles about 15,vintage Car,world war Jeep,Airguns,Gramophones,cloth press different type,east India company Coins,Commemorative Coins,Royal Album,Books,photos,furniture etcetera. Request interested person to join
1w Like Reply Hide 20
 **Amitabh Das**
Honey William I wish to join you ...

 **Harish Salian** · 3w · by author
Strenuous efforts needed to maintain these antique collection, really appreciable

 **Bodhi Vriksha बोधि वृक्ष** · 3w · by author
Good to see so many varieties of torches. Thanks to the #HarGharMuseum campaign

 **Hiten Dharpure** · 1y · by Author
Very Nice Rare and Antique Collection of 'Matchboxes' by Respected Srijan De Sarkar Sir, featured as part of the Har Ghar Museum programme by National Council of Science Museums-NCSM.

 **kaushik.karran** 7h · ❤️🇮🇳
Extremely glad to see this campaign 🥰
❤️❤️❤️ mind behind this is truly a gem, because every Indian household have some sort of treasury in terms of collection, but in this bustling lives they often sidelines it, heatful thanks to all the team, be it social media or other teams 🙌 Big congrats 🎉 you're truly unraveling india 🇮🇳❤️❤️❤️ please spread my word to internal team members so that it reaches to modi Ji's ears ❤️❤️❤️
4

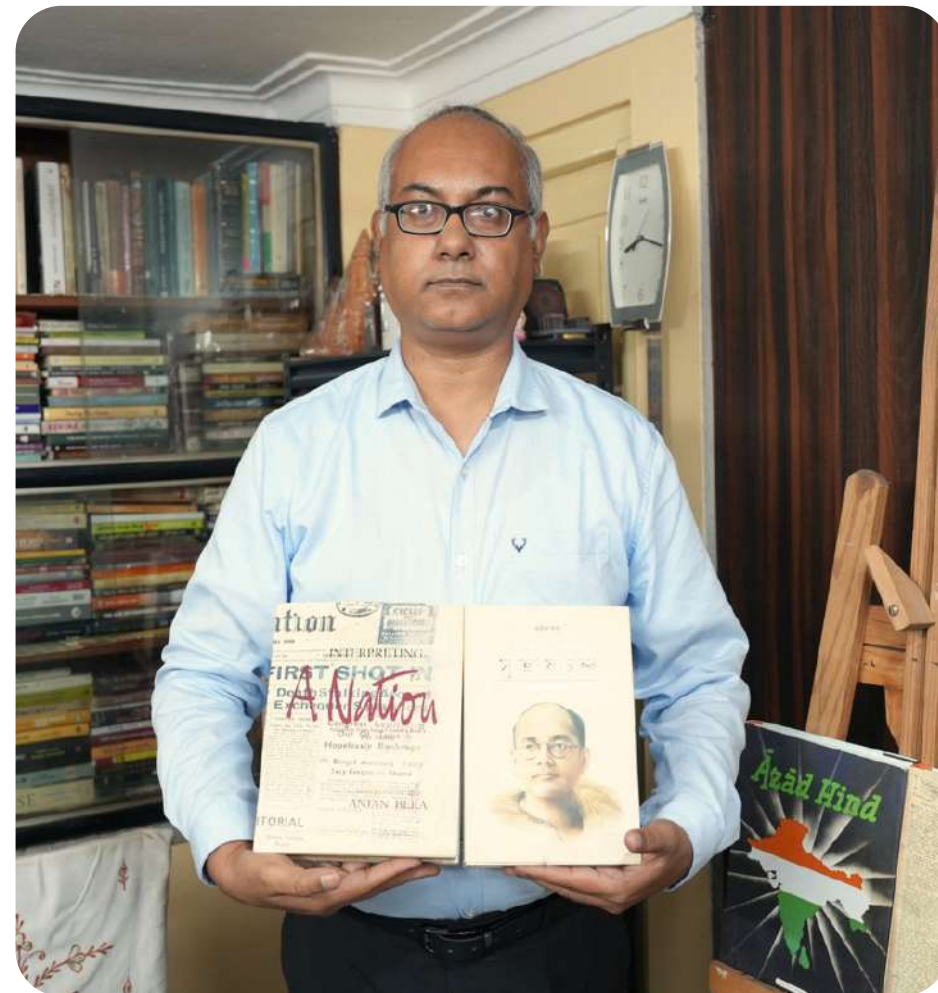
 **Jayant Khedkar** · 13w · by author
Sincere Thanks for giving us an opportunity to see vintage Pencil Collections. Thanks Roy Sir...

 **Satyabrata Guha** · 4w
A great initiative on the part of NCSM. Such private collectors should be encouraged and helped in every possible manner in their endeavour, particularly in order to make them accessible to more and more discerning people. Nokubabu (and now his son Goutambabu) was a legend by his own right. Now there are several others of different hues in Kolkata alone.

 **Sangita Shukla** · 1y
Good collection and very motivating for the people to create museum in their house 🏠. Good initiative of NCSM. Thus the little tools which are the part of our day to day life can be used for awareness or to understand the past .

6 A Social Media Campaign Became a Continuing Movement

From engagement to participation and continuity



Har Ghar Museum sparked a nationwide conversation around personal heritage, strengthened collaboration between museums and the public, and demonstrated a participatory model for digital heritage engagement.

The initiative continued with Season 2, launched on 18 May 2026, expanding the discovery of hidden collections.

Recognised Beyond the Screen

Har Ghar Museum translated digital innovation into recognised communication impact

The campaign's success extended beyond social media performance and audience engagement, earning professional recognition for its innovative use of digital platforms to bring heritage, collectors and communities into a shared public conversation.

The recognition validated Har Ghar Museum as more than a conventional content campaign. It demonstrated how social media could be used as a strategic tool for:

DIGITAL OUTREACH

Extending heritage stories beyond physical museum spaces.

PUBLIC PARTICIPATION

Transforming collectors and citizens into contributors.

HERITAGE AWARENESS

Bringing attention to personal collections and preservation.

INNOVATIVE COMMUNICATION

Reimagining social media as a participatory digital museum space.



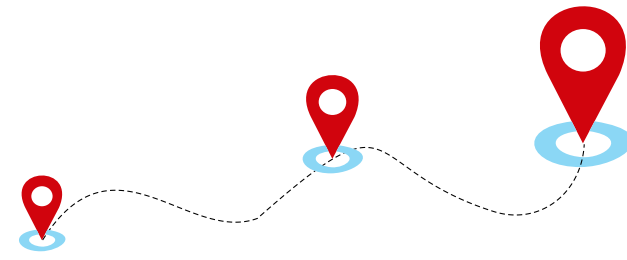
Best Use of Social Media in a Corporate Campaign

RESULT :

The campaign's impact was recognised not only through audience response and reach, but also through professional recognition for its innovative approach to social media communication.



Roadmap Ahead



What Will Happen to the Collection?



Display Corners :

Curating and organising small to mid-sized collections in display corners at select homes of individual collectors



Family Museum :

Providing financial, technological, preservation and other forms of support to individual collectors for developing and establishing museums within their homes.



Museum In A Room :

Turning an entire room inside a collector's home into a museum with curated, systematically organised collections





Digital Archives of Collections :

Development of a centralised digital Portal that digitally archives rare and vintage artefacts along with in-depth documentation about each collector for future usage and lossless preservation



Development of Gallery Space

for Showcasing Individual Collections in Museums under Ministry of Culture, Government of India



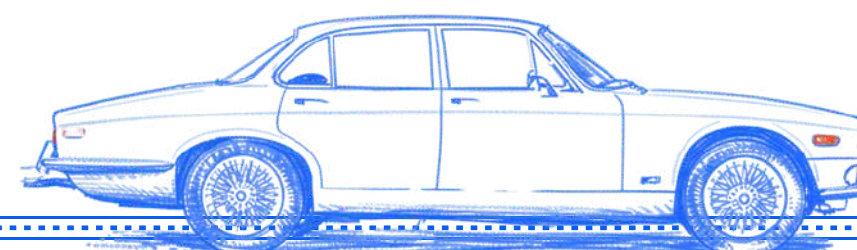
Setting Up Of Expert Hotline

for individual collectors to access expert knowledge, support and guidance on artefact preservation and restoration



Development of National Museum

of People's Collection with regional centres in a span of 5-10 years





Virtual Family Museums Tour :

Developing a Metaverse neighbourhood with virtual homes of individual collectors comprising their digitised collections.

One can take a tour in metaverse and explore every house, guided by AI avatars of the respective house owners/individual collectors.

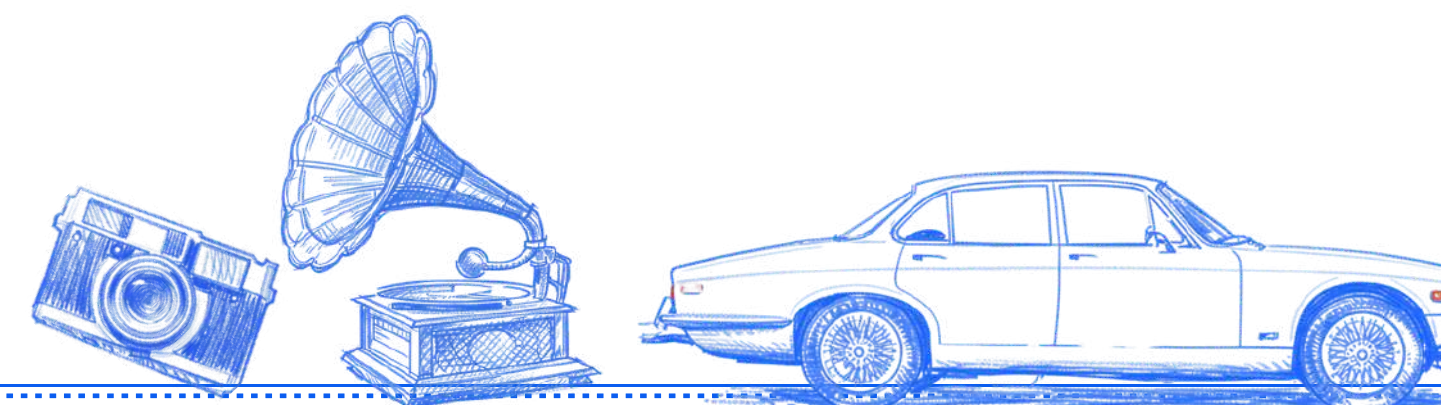


Collectors' Conclave and Felicitation Program :

Honouring dedicated collectors and recognizing their invaluable role in preserving cultural heritage



Publishing a curated **coffee table book** showcasing rare and vintage artefacts with rich narratives and personal stories of the collectors



IMPACT, GLOBAL POTENTIAL & LEGACY

FROM INDIA'S HOMES



A MODEL WITH NO BORDERS

The impact :



DISCOVERY

Previously unseen collections entered the museum conversation.



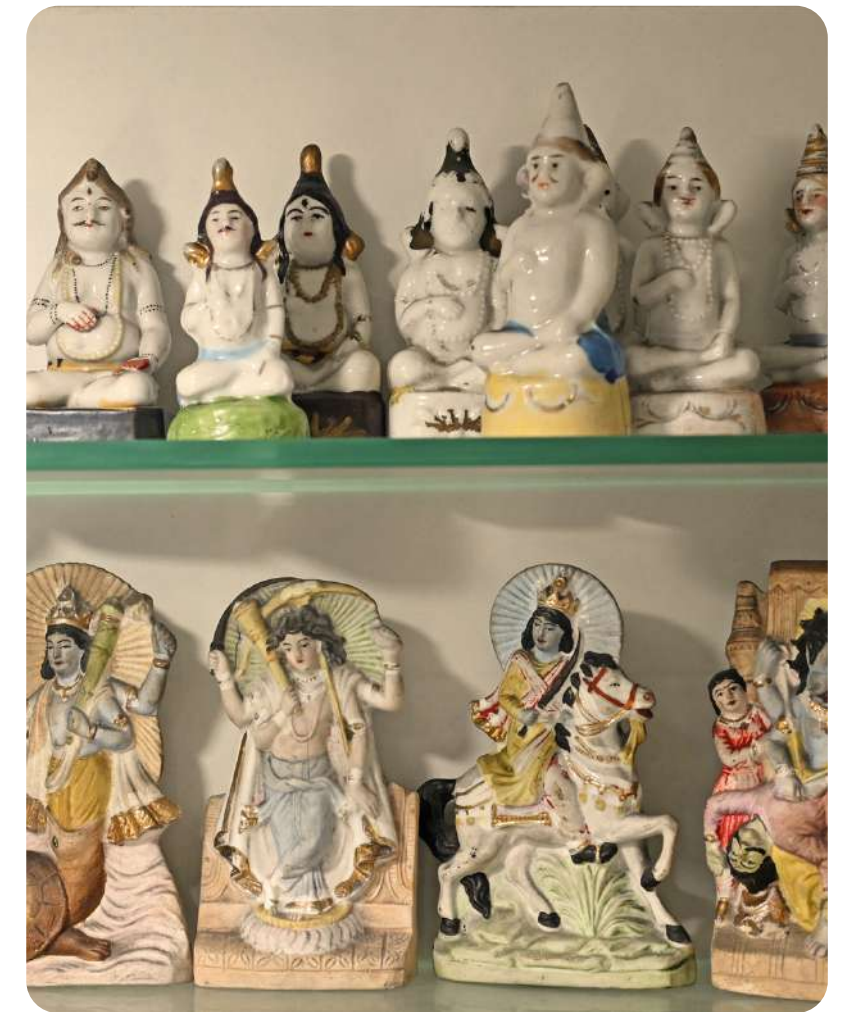
RECOGNITION

Collectors gained visibility as custodians of heritage.



PARTICIPATION

Citizens became contributors rather than only visitors.



DOCUMENTATION

Objects, memories and personal histories gained digital visibility.

Thank You



www.ncsm.gov.in

   [ncsmgoi](#)

 [ncsm_goi](#)