

# Impact Assessment of the Museum of Art & Photography project by Jindal Stainless Foundation



June 2025

# About the Program

Globally, museums play a crucial role in preserving cultural heritage, fostering education, and promoting social cohesion. In India, the museum landscape is evolving, with increasing emphasis on inclusivity and accessibility. MAP stands out as a pioneering institution in Bangalore, addressing cultural gaps and providing a platform for artistic expression and community engagement. JSL's CSR partnership has been instrumental in realizing this vision, contributing to the museum's infrastructure, programming, and outreach efforts.

The Impact Assessment of the Museum of Art & Photography (MAP), supported by Jindal Stainless Limited (JSL) through its CSR initiative, reveals a transformative cultural intervention in Bangalore. The project has successfully created an inclusive, accessible, and innovative space for art, education, and community engagement.

## 01 Objectives

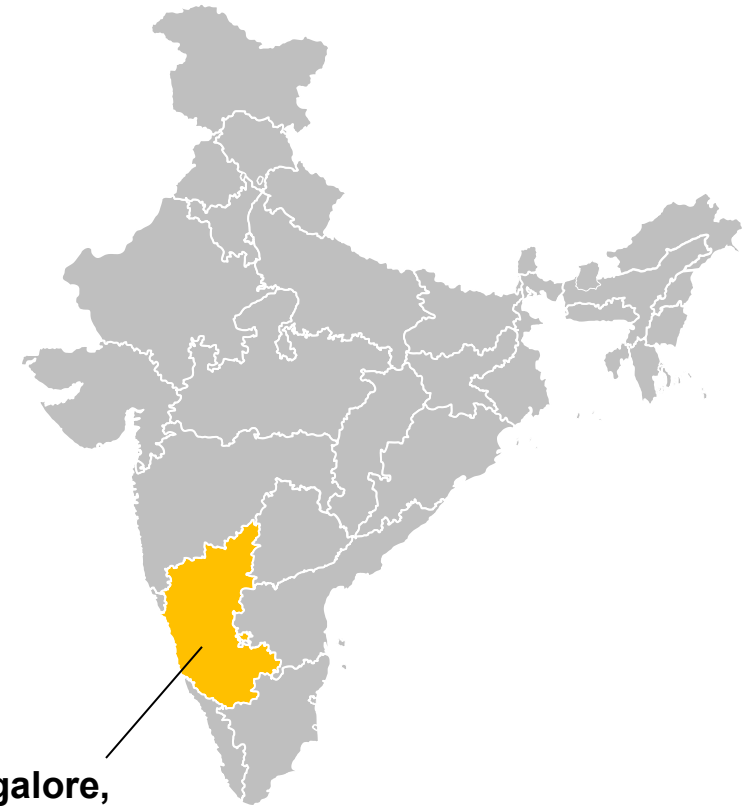
1. **Accessibility:** Ensure that the museum is inclusive and accessible to all, including people with disabilities, through thoughtful infrastructure and programming.
2. **Education:** Develop and deliver educational programs that engage students, educators, and the public in meaningful cultural learning.
3. **Conservation:** Preserve and showcase India's rich artistic and photographic heritage through curated exhibitions and archival practices.
4. **Innovation:** Integrate digital tools and interactive technologies to enhance visitor experience and expand the museum's reach beyond its physical location.
5. **Community Engagement:** Foster a sense of ownership and participation among local communities by offering inclusive events, workshops, and outreach initiatives.

## 02 Location

❖ **Bangalore, Karnataka**

## 03 Visitors

1,00,000 visitors were reported to be visiting MAP during the very first year of its opening in December 2022.



**Bangalore,  
Karnataka**

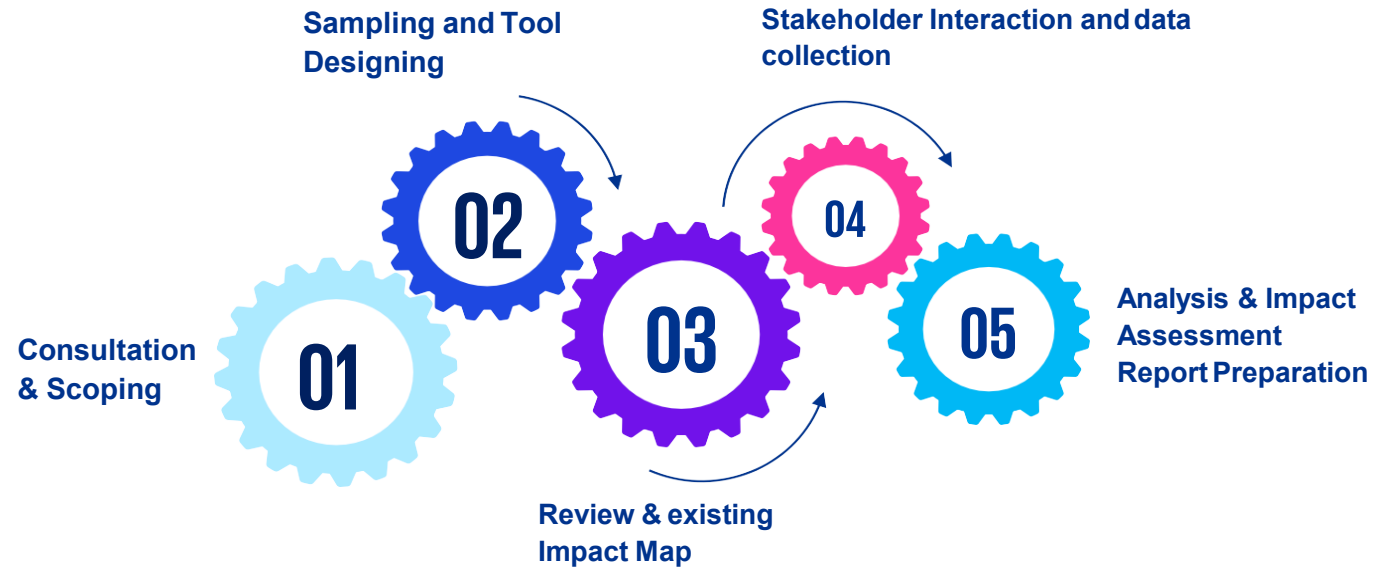
# Approach and Methodology

## Objective

- ❖ To assess the effectiveness, relevance, impact, sustainability, and community perception of the project using the OECD-DAC evaluation framework.
- ❖ To validate the outcomes achieved over the implementation period (December 2022 till present) and help the JSL team to understand the strength of the CSR project and the impact created by them.

## Methodology

- ❖ **Primary Research** – KPMG Team interacted with 86 stakeholders (Primary as well as Secondary) like museum visitors, school teacher, artists/education facilitators, MAP team, and JSL team
- ❖ **Secondary Research** – Desk Review of key documents, including the MoU, annual reports etc.



Stakeholder	Type of stakeholder	Sample Size covered
Museum Visitors	Primary	68
The teacher from a school that visited the museum	Primary	1
Artist/Education facilitator	Primary	7
MAP team	Secondary	8
JSL team	Secondary	2
<b>Total</b>		<b>86</b>

# Findings: OECD DAC Findings

<h2>Relevance</h2>	<p>The program is found highly relevant as it fills the gap by serving as a cultural anchor that not only preserves artistic and historical narratives but also makes the museum accessible to a broad and diverse audience.</p>
<h2>Coherence</h2>	<p>The program aligns with SDGs 4, 9, 10, 11, and 17 by promoting inclusive education, resilient infrastructure, and accessible cultural spaces through public-private collaboration. It also supports government schemes like NEP 2020, Samagra Shiksha Abhiyan, Kala Utsav, and CCRT, fostering creative, experiential, and equitable learning.</p>
<h2>Effectiveness</h2>	<p>MAP has emerged as a cultural catalyst in Bangalore, with <b>92%</b> of visitors affirming its role in promoting Indian art and heritage. Its inclusive design features ramps, braille signage, and gender-neutral restrooms, earning high accessibility ratings from <b>90%</b> of visitors. With 38% return visitors and strong engagement across age groups, MAP fosters lasting cultural connections. Its educational outreach complements the school curriculum and reaches under-resourced communities, making art and learning accessible to all.</p>
<h2>Efficiency</h2>	<p>The MAP project demonstrated strong efficiency, with timely execution, budget adherence, and no duplication of efforts. The collaboration between JSL and the Art and Photography Foundation ensured smooth delivery of materials and maintenance support, reflecting effective planning and resource management.</p>
<h2>Sustainability</h2>	<p>MAP demonstrates sustainability through durable, low-maintenance stainless steel structures provided by JSL, which supports both environmental and architectural resilience. Social sustainability is ensured via continued patron support and inclusive access, with entry fees waived for underprivileged students to promote equitable cultural engagement.</p>



***With unwavering support in construction and funding, JSL has shaped not just the external façade of the building, but also its soul, through elegant library cabinets, gleaming stainless-steel rails, vibrant restaurants, and ongoing maintenance that ensures excellence endures..***

# Impact Findings



## Improvement in cultural preservation and learning

The respondents reported that the MAP serves as a dynamic space for promoting and preserving Indian art, blending traditional and contemporary expressions to foster cultural understanding. They further added that MAP offers immersive learning for students and first-time visitors, while providing artists a platform to showcase diverse and underrepresented narratives.



## Democratizing Art and Inclusion

- MAP is seen as a bridge between traditional and modern India, offering a platform for dialogue across class, caste, and cultural lines.
- The Young Visitors described MAP as a space that inspires youth, encouraging them to explore art beyond textbooks and digital screens
- MAP fosters inclusive public spaces by engaging diverse communities and offering accessible, culturally rich programs. Innovative features support artists and visitors with disabilities, ensuring meaningful participation for all.



## Improved creative growth and professional recognition

- MAP has played a key role in artists' professional growth, with 86% reporting personal and creative development through its supportive infrastructure and audience engagement. Its inclusive platform has enabled 43% of artists to reimagine their work and expand their practice in ways not previously possible.
- Artists and staff highlighted that Exhibits and programs have brought visibility to lesser-known Indian artists, especially women and rural creators.



## Innovation and Extended Reach

- MAP blends sustainable design and digital innovation through its durable stainless-steel structures, supported by JSL, and its virtual platform. This combination extends MAP's reach globally while staying rooted in local culture, making it a forward-thinking cultural institution.
- Global artists described MAP's digital platform and video series as extending its reach globally, including screenings in London.



***The iconic MAP building stands as a testament to JSL's vision, with its striking stainless-steel structure drawing national and international admiration. In its first year alone, the museum welcomed over 100,000 visitors, making it a major cultural landmark.***

# Way Forward

## 01. Strengthen School Partnerships

Develop long-term partnerships with government and low-income private schools to integrate MAP's educational offerings into their curriculum.

## 02. Launch Artist-in-Residence Programs

Create structured residencies that allow artists to co-create with communities, conduct workshops, and contribute to MAP's evolving exhibitions.

## 03. Expand Accessibility Innovations

Introduce mobile exhibitions and traveling art vans to reach underserved areas and enhance accessibility features such as real-time captioning and regional language guides.

## 04. Institutionalize Feedback Loops

Implement regular feedback mechanisms through digital kiosks, mobile apps, and post-visit surveys to inform programming and visitor services.

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