

Subject: Invitation to International Museum Day-2017 to be held at Pakistan Museum of Natural History, Islamabad on 18th May, 2017

Respected Sir/Madam,

Pakistan Museum of Natural History (PMNH), the only natural history museum in the country established in 1976, is an attached organization of Pakistan Science Foundation (PSF)/ Ministry of Science and Technology (MoST). It holds the mandate of exploring, collecting, identifying, cataloguing, and preserving natural resources of Pakistan in the form of plants, animals, minerals, rocks and fossils to cater the research and educational needs of the country. PMNH disseminates knowledge on various scientific disciplines to students, teachers, researchers, conservationists and general public through its exhibits and displays and by organizing scientific exhibitions/ fairs on large scale.

In this purview, PMNH/ PSF/ MoST intends to organize International Museum Day-2017 at Garden Avenue, Shakarparian, Islamabad for creation of mass awareness about the importance of museums and to inculcate the sense of appreciation and ownership of museums in the civil societies. To give you a highlight, International Museum Day-2016 garnered record-breaking participation with more than 35,000 museums hosting events in some 145 countries. Our theme for this year's International Museum Day-2017 is "**Role of museums in societal education**". Museum Education is a specialized field devoted to developing and strengthening the education role of non-formal education spaces and institutions such as museums. Its main objective is to engage visitors in learning experiences to enhance their curiosity and interest on their objects and collections. With the changing times, museums tend to draw more focus on openness, pragmatism and collective involvement in dealing with issues that impact on people, communities and nations. Societal education in creating mass awareness is a shared responsibility of all people from all walks of life.

Besides an interesting technical session in the event, there will be an Art Competition and Animated Film Shows for the students. The Art Competition will be about drawing cultural, heritage, artifacts, monuments, historical figures, events and or natural history specimens including animals, plants and fossils present in the display galleries of PMNH and thereby presenting the drawings in a story telling way. The stories and or facts about the drawings can be produced as prior knowledge of the student and or shared stories by the family members. Necessary material for Art Competition will be provided by the host organization. The first 3 selected students will be awarded souvenirs and certificates on May 22nd, 2017 i.e., International Biodiversity Day. The animated film shows will be arranged from 02:00 – 05:00 PM in the Audio-Visual Hall of PMNH.

We would like to cordially invite you to the International Museum Day-2017 on 18th May 2017. To provide every possible convenience to the students participating in the Art Competition, the schools/colleges are requested to nominate 3 students and a teacher/chaperon, properly complete and send back the provided proforma indicating the contact details and the number of students to this office till 12th May 2017.

Dr. Muhammad Rafique
Director General

International Museum Day-2017
"Role of museums in societal education"

Name of School/College:

Mailing Address:

Contact Number of the School:

Name of the Teacher /Chaperon who will accompany the students:

Contact Number of the Teacher /Chaperon who will accompany the students including Email:

Number of Students who will participate in the ART COMPETITION:
(Write their names and ages)

Specific requirement of the student (if any):

Contact person for any Inquiry:

Mr. Razaqat Masroor, Associate Curator, Pakistan Museum of Natural History, Islamabad
(Cell: 03335451331) (razaqat.masroor78@gmail.com)

Location of IMD-2017:

Pakistan Museum of Natural History, Garden Avenue, Shakarparian, Islamabad

Please email the filled proforma at razaqat.masroor78@gmail.com