

National Council of Science Museums Conferred with Two Prestigious National Awards 2025

One for the “Har Ghar Museum” initiative and another for the “Waste to Art” publication

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The National Council of Science Museums (NCSM), an organisation under the Ministry of Culture, has received two prestigious PRSI National Awards 2025 from the Public Relations Society of India (PRSI). The honours include one award for the Har Ghar Museum initiative in the Best Use of social media in a Corporate Campaign category, and another for the “Waste to Art” publication under the Special/Prestige Publication category.

The “Waste to Art” publication documents a flagship initiative of the National Council of Science Museums (NCSM) launched under Special Campaign 4.0 and Swachhata Hi Sewa, capturing the powerful intersection of creativity, sustainability, and public participation. Through compelling visuals and narratives, the publication showcases how approximately 1,250 kg of waste-including metal scrap, electronic components, and discarded containers-was transformed across NCSM units nationwide into meaningful art installations that also functioned as educational exhibits promoting circular economy principles. The publication further highlights hands-on workshops and national-level competitions that engaged students and communities, with selected artworks amplified through NCSM’s social media platforms, reflecting the initiative’s extensive digital reach and its success in inspiring eco-conscious thinking and creative reuse.

Inspired by the vision of Hon’ble Prime Minister Shri Narendra Modi, the Har Ghar Museum campaign was launched by the National Council of Science Museums, Ministry of Culture, with the belief that every home preserves a fragment of India’s living history - be it an heirloom, artefact, antique, or unique collectible. The nationwide initiative encourages individuals and families to share photographs, videos, and stories of their personal collections, creating a growing digital archive of everyday objects that carry cultural, historical, and emotional value. Through systematic documentation involving images, narratives, and interactions with collectors, the campaign brings people’s histories into the national cultural narrative, fosters curiosity and discovery, and strengthens awareness about the importance of preservation - one home at a time. The award recognises the campaign’s impactful digital engagement and its success in connecting collectors, communities, and heritage enthusiasts across the country. The initiative has till date recorded over 1 million viewers engaged through social media, achieved more than 10 million views across platforms, and received over 150 curated entries, reflecting strong public participation and impactful digital outreach.

The awards were presented at the 47th All India Public Relations Conference, organised by PRSI from 13 to 15 December 2025 in Dehradun, Uttarakhand, on the theme “Empowering Growth, Preserving Roots – The PR Vision for 2047.” The conference saw participation from senior policymakers, communication

professionals, industry leaders, and academicians from across the country. On behalf of NCSM, the awards were received by Shri Rajib Nath, Director (Hqrs.), and Shri Satyajit N. Singh, PRO, NCSM.

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