



# Shri Shyamji Krishna Verma Memorial

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**Submitted By**

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Prof. Ruchi Mishra  
(Project Investigator)

## **EXECUTIVE SUMMARY**

The Shyamji Krishna Varma Memorial, located in Mandvi, Kutch, Gujarat, is a tribute to the legacy of India's freedom struggle. Shyamji Krishna Varma was an influential freedom fighter and nationalist known for contributing to India's independence movement. Established in 2010, the memorial replicates the historic India House in London, which Varma founded as a center for revolutionary discourse and anti-colonial activities. This 52-acre complex houses the urns containing the ashes of Shyamji Krishna Varma and his wife, fulfilling his dream of returning to a free India. The Memorial is more than a monument; it is an educational and cultural center that draws approximately 300 daily visitors, surging to over 5,000 on special occasions.

This report presents a comprehensive study of the Shyamji Krishna Varma Memorial Project, exploring its historical, cultural, and educational significance, as well as the role of the GMDC-GVT in maintaining and promoting the site as part of its CSR initiatives. Since the Memorial's inception, GMDC has contributed to its preservation, enabling the site to attract over 2.4 million visitors, engage diverse audiences, and foster public awareness of

The key objectives of the report include evaluating the Memorial's impact on heritage preservation, assessing GMDC's CSR contributions, and analyzing the site's engagement with visitors and the local community. The scope of the study encompasses heritage preservation efforts, visitor experiences, educational programming, and community engagement. Key findings highlight the architectural and symbolic significance of the Memorial, its success in educating visitors about India's independence movement, and its role in enhancing local pride and economic activity.

The report concludes that the Shyamji Krishna Varma Memorial is a vital educational and historical landmark that not only honors the memory of Shyamji Krishna Varma but also plays a crucial role in preserving India's cultural heritage. GMDC's sustained commitment to the site's maintenance has ensured that the Memorial remains a well-preserved, engaging, and impactful space for future generations.

The recommendations from the study include guided tours and audio-visual aid, audience-specific content and features, infrastructure, accessibility improvements to promoting memorials through digital platforms, collaboration with educational institutions, and a developed social media strategy.

Through this study, the report underscores the importance of CSR initiatives in heritage preservation. It offers insights into the Memorial's ongoing relevance and contribution to fostering national pride and historical awareness among visitors and the broader community.

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# Chapter 1 – Introduction

## 1.1 Background

The Shyamji Krishna Varma Memorial, located in Mandvi, Kutch, Gujarat, stands as a significant tribute to Shyamji Krishna Varma, an influential freedom fighter and nationalist who played a pivotal role in India's struggle for independence. Born in 1857 in Mandvi, Varma's contributions to the Indian freedom movement were primarily carried out during his time in London, where he established the renowned India House. India House became a hub for anti-colonial thought and revolutionary activities, inspiring future leaders of the freedom movement.

The Memorial was inaugurated in 2010 and replicates the original structure of 65 Cromwell Avenue in London, symbolizing the historic India House. The site spans 52 acres and houses the urns of Shyamji Krishna Varma and his wife, Bhanumati Ben, whose ashes were repatriated to India in 2003 following the personal efforts of the then Chief Minister of Gujarat, Shri Narendra Modi. The Memorial is a historical and cultural landmark, offering visitors a deeper understanding of India's freedom struggle and Varma's remarkable contributions.

The GMDC-GVT maintains the Memorial as part of its CSR initiatives, ensuring its preservation and facilitating its educational and tourist destination role.

## 1.2 Objective of the Scheme

The primary objectives of the Shyamji Krishna Varma Memorial project are as follows:

- *Preservation of Heritage:* To preserve and protect the legacy of Shyamji Krishna Varma and his contributions to India's independence movement, ensuring that future generations understand the importance of his work.
- *Educational Outreach:* To educate visitors, particularly younger generations, about India's struggle for freedom, highlighting the role of Shyamji Krishna Varma in shaping the nationalist movement.
- *Tourism and Community Engagement:* To increase awareness of the Memorial and encourage cultural tourism, thus promoting the local economy and fostering a sense of pride within the local community in Kutch.

- *Promotion of National Pride:* To instill a sense of national pride by connecting people with the history of India's freedom struggle and the role of various freedom fighters, particularly Shyamji Krishna Varma.
- *CSR:* To demonstrate GMDC's commitment to preserving India's cultural heritage and promoting education and awareness through its CSR activities, supporting the ongoing maintenance and growth of the Memorial.

### **1.3 Scope of the Program**

The scope of the Shyamji Krishna Varma Memorial project encompasses the following aspects:

- *Heritage Preservation:* Ensuring the physical preservation of the Memorial's infrastructure, including the upkeep of the replica of India House, the urns housing the ashes of Shyamji Krishna Varma and his wife, and the Memorial's grounds and exhibits.
- *Visitor Engagement and Education:* Evaluating and enhancing the visitor experience through exhibits, educational programs, and activities designed to provide a deeper understanding of Shyamji Krishna Varma's life, work, and contributions to the Indian independence movement.
- *Community and Cultural Impact:* Exploring the impact of the Memorial on the local community, particularly in terms of fostering pride, regional identity, and economic development through increased tourism.
- *GMDC's CSR Role:* Assessing the ongoing CSR activities undertaken by GMDC to support the Memorial, including its financial and operational contributions toward the maintenance and promotion of the site.

### **1.4 Key Highlights of the Program**

- *Architectural and Symbolic Significance:* The Memorial's design as a replica of India House in London and the symbolic presence of the ashes of Shyamji Krishna Varma and his wife make it a significant cultural and historical landmark.
- *Educational Programs:* The Memorial offers a range of academic activities, including exhibitions, guided tours, and events designed to teach visitors about India's struggle for independence and the role of Shyamji Krishna Varma.



- *Community Engagement:* The Memorial has become an important cultural hub for the local community in Kutch, promoting a sense of national pride and educating residents and visitors about their historical roots.
- *Tourism Impact:* The Memorial attracts significant footfall, with approximately 300 visitors daily and more on special occasions, underscoring its importance as a cultural and tourist destination.
- *GMDC's Ongoing Contributions:* Through GMDC's CSR initiatives, the Memorial's preservation and growth have been secured, ensuring that it continues to serve as a site for reflection and learning about India's freedom movement.

## Chapter 2 – Methodology

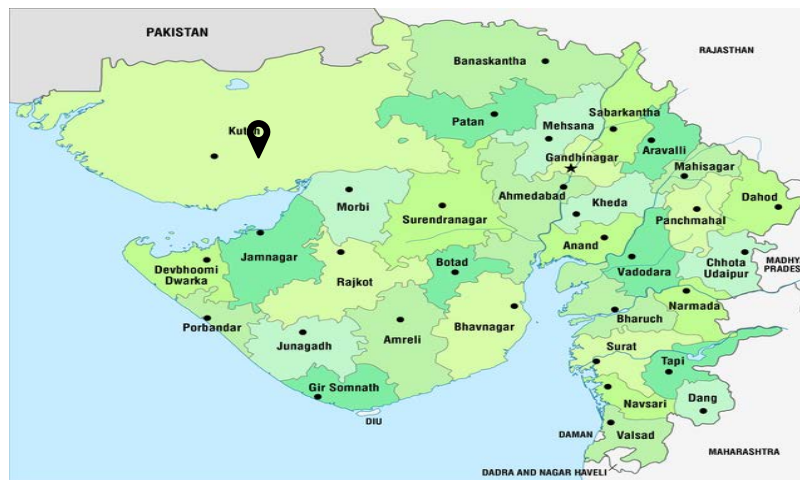
This chapter provides a comprehensive description of the methodology used for the impact assessment of the Shyamji Krishna Verma Memorial project. A mixed-method approach was adopted, combining quantitative and qualitative techniques to understand the project's impact better. Both primary and secondary data were gathered to examine the Memorial's effectiveness, analyze its impact on visitors and staff, and provide actionable insights for improvement.

Primary data collection included focus group discussions (FGDs) and semi-structured interviews (SSIs) to gather insights from both visitors and staff about the Memorial. Two FGDs were conducted to explore group dynamics and collective perceptions regarding the Memorial's contributions to historical education, cultural preservation, and visitor experiences. This methodological approach allowed for a comprehensive examination of attitudes, experiences, and potential opportunities for the Memorial to improve its outreach and educational objectives.

For secondary data, a trend analysis was done to understand the changes in the number of visitors over the last 15 years.

### 2.1 Study Region

This impact assessment focuses solely on the Shyamji Krishna Verma Memorial in Mandvi, Gujarat. The study assesses the Memorial's influence on visitor awareness and engagement with India's freedom struggle, particularly highlighting Shyamji Krishna Verma's role. Additionally, it evaluates visitor satisfaction and the Memorial's overall contribution to culture and historical education. The figures below show the map of Gujarat, pinpointing Mandvi, where the study was conducted.



*Fig 2.1: Study Region*

## 2.2 Sampling and Data

Purposive sampling was used to choose participants for the FGDs and SSIs to guarantee thorough representation. Visitors and memorial maintenance personnel were the primary targets of this approach.

- *Focus Group Discussions (FGDs)*: Two FGDs were conducted at the Memorial, each involving 6–10 participants representing visitors from various age groups. These discussions provided a platform for group interactions, finding shared experiences, perspectives, and opinions about the Memorial.

Parameter	FGD 1	FGD 2
Group size	6	6
Duration	20 minutes	25m
Gender	6 Females	3 Females and 4 Males
Age group	18-25 years	45-60 years
Location	Shyamji Krishna Memorial	Shyamji Krishna Memorial
Background	Students	Senior citizens and working professionals

*Table 2.1: Respondent Profile for FGDs (Source: Table generated from the data collected)*

- *Semi-Structured Interviews (SSIs)*: In addition to the FGDs, several SSIs were conducted with Memorial staff. These interviews offered valuable insights into the Memorial's maintenance, community engagement, and the perceived strengths and challenges associated with its operations.
  - *Quantitative Data Sources*: Annual visitor data was obtained from GMDC-GVT's CSR records. This information mainly included the number of visitors each year.
- This mixed-method approach enabled a comprehensive evaluation of the Memorial's effectiveness in enhancing historical awareness and visitor engagement.

Parameter	Details
Number of interviews	2
Designation	Guide and security manager
Duration	20-30 minutes
Age	40-55 years
Location	Shyamji Krishna Verma Memorial

*Table 2.2: Respondent Profile for SSIs (Source: Table generated from the data collected)*

### 2.3 Purpose for Chosen Methods

- *Quantitative Data:* Collecting quantitative data (number of visitors every year) allowed for an objective assessment of the Memorial's reach and the appeal of its exhibitions. The project could measure its impact and identify potential enhancements by quantifying visitor attendance.
- *Qualitative Data:* Qualitative feedback provided insights into visitor experiences, highlighting aspects of the Memorial that resonated most. These data gave an in-depth understanding of visitors' cultural and educational experiences and identified specific challenges, like language barriers or information accessibility.

### 2.4 Data Analysis Process

- *Quantitative Analysis:* The quantitative data were analyzed using trend analysis to identify visitor trends. For instance, the study revealed that most visitors belong to the 18–35 age group. The visitors portrayed higher engagement behaviors.
- *Qualitative Analysis:* Visitor and staff feedback was coded and categorized to identify recurring themes, such as visitor satisfaction, the educational value of exhibits, and facility accessibility. This thematic analysis revealed specific gaps, like limited multilingual resources, affecting visitor understanding and engagement with the historical content.

### 2.5 Limitations of Study

- *Sample Size Limitations:* The sample size was limited to the visitors and staff available during the data collection period, which may not fully represent the perspectives of all visitor demographics.

- *Seasonal and Locational Constraints:* As the Memorial is less urban, specific visitor segments may be underrepresented. Additionally, tourist seasons and regional events may have influenced visitor numbers and types.
- *Subjective Feedback:* While visitor and staff feedback provided valuable insights, it is inherently subjective and may not fully capture the Memorial's educational quality. Variability in educational backgrounds among visitors may also have affected the consistency of qualitative data collected.

## Chapter 3 - Data Analysis and Findings

### 3.1 Location: Mandvi

As the Shyamji Krishna Verma Memorial is located in Mandvi, the analysis will center on data gathered from this site. The qualitative assessment focused on evaluating the Memorial's impact on visitors' historical knowledge, cultural engagement, and overall experience with the exhibits dedicated to Shyamji Krishna Verma's legacy.

Data collection involved Semi-Structured Interviews (SSIs) with visitors and staff, alongside two Focus Group Discussions (FGDs) with diverse visitor groups. These FGDs captured collective feedback on the Memorial's success in presenting the legacy of Shyamji Krishna Verma, the accessibility of the information provided, and suggestions for enhancing the visitor experience.

#### 3.1.1 Thematic Analysis



*Fig 3.1: Image depicting the Thematic Analysis Shyamji Krishna Verma Memorial*



*Fig 3.2: Picture taken during Field Visit*

### ***1. Authenticity and Historical Representation***

- *Findings:* Visitors praised the museum's authentic portrayal of Shyamji Krishna Verma's life and legacy, expressing appreciation for this lesser-known freedom fighter's accurate, comprehensive presentation. Many found that the museum fills a critical gap in history education by presenting Verma's contributions in a structured, informative manner.
- *Impact on Visitors:* The portrayal of Verma's life inspired feelings of patriotism and cultural pride among visitors, who connected deeply with his dedication to freedom and linguistic pride. This emotional response indicates the museum's success in nurturing historical understanding and personal reflection.

### ***2. Audience Segmentation and Tailored Experiences***

- *Children:* To cater to children's shorter attention spans, visitors suggested interactive or video-based content that can convey historical facts in an engaging, simplified format. It would ensure that younger audiences retain the information in a way that feels relevant and accessible.
- *College Students:* History students may find it easier to relate to Verma's story, but supplementary materials like pamphlets and short videos would make the content more relevant for students from other fields. Despite their different academic backgrounds, this would help these visitors connect with Verma's contributions.
- *Senior Citizens:* Senior visitors highlighted a need for improved accessibility features, such as guides to offer personal assistance and signage to indicate the presence of a lift. Addressing these needs would enhance their experience by reducing physical and informational barriers.

Developing a tiered engagement strategy that includes video content for children, guides, and multimedia for general visitors, as well as improved accessibility for seniors, would accommodate the unique needs of each audience segment.

### ***3. Environmental and Infrastructural Observations***

- *Sustainability and Green Design:* Visitors appreciated the museum's emphasis on environmental sustainability. They noted that this thoughtful design aligns with contemporary values and enhances the experience by providing a setting that reflects the museum's message of responsible heritage preservation.
- *Additional Greenery and External Aesthetics:* Some visitors suggested increasing the greenery outside the museum to create a more welcoming, serene environment. This change could improve the aesthetics, making the museum more inviting for reflection and learning.
- *Infrastructure Adequacy but Need for Awareness on Accessibility:* The presence of a lift was acknowledged, but visitors noted a lack of awareness about its availability, which could hinder mobility for those who need it. Improved signage and communication about the lift's location would help make the museum more inclusive. Expanding green spaces and enhancing accessibility signage would improve the museum's external environment and infrastructure, ensuring a welcoming and supportive experience for all visitors.

### ***4. Emotional Impact and Personal Reflection***

- *Sense of Patriotism and Personal Empowerment:* Visitors frequently reported feeling motivated by Verma's story, with many mentioning that his dedication to freedom and linguistic pride resonated deeply with them. They expressed that this inspiration would remain with them and be a source of courage during difficult times.
- *Cultural and Linguistic Pride:* Verma's focus on linguistic pride particularly impacted visitors who value cultural preservation, fostering a renewed commitment to their heritage. Continuing to emphasize Verma's ideals and story will ensure the museum maintains its unique ability to inspire visitors emotionally and intellectually. Special exhibits or interactive elements highlighting Verma's linguistic contributions could enhance this emotional impact.



### 3.1.2 Visitor's Testimonials and Feedback

On 04/10/2014, Shri Bhupendra Bhai Patel (Chief Minister, Gujarat) shared, "I had the opportunity to learn about the life and achievements of Shri Shyamji Krishna Verma. Even while living abroad, he made invaluable contributions to the nation. Today, this remarkable Memorial inspires the new generation, encouraging them to engage in great work guided by truthful ideas of national service. I, therefore, request the initiation of a publication highlighting the life and achievements of Shri Shyamji Krishna Verma."

On 13/12/2010, Shri Narendra Modi (Prime Minister of India) remarked, "The revolutionary journey of India's freedom struggle began with the uprising of 1857. For exiled fighters who naturally attained the status of Gurus in their fight for freedom, this magnificent monument dedicated to revolutionary Shyamji Krishna Verma is more than a reminder of history; it is a shrine of inspiration to build a brighter future. The story of his sacrifices will inspire future generations to live for the nation."

On 09/10/2014, Nonayan said, "This is a wonderful Memorial dedicated to Shyamji Krishna Verma. Although I was unfamiliar with his contributions, visiting this museum has given me a deeper understanding of his activities against the British government. Many thanks to our Prime Minister, Shri Narendra Modi, for making this possible."

On 09/10/2014, Krupali Patel stated, "The Memorial features a wonderful and amazing statue of each freedom fighter, with every gallery offering a satisfying and enriching experience. The galleries are superb overall, providing a meaningful tribute to the nation's history. Thanks to our respected Prime Minister, Shri Narendra Modi, for this incredible initiative."

### 3.1.3 Key Findings

- ***Authenticity and Historical Representation***
  - *Visitor Feedback:* Visitors responded positively to the Memorial's presentation of Shyamji Krishna Verma's life and legacy. They appreciated the authentic, structured, and detailed portrayal, illuminating Verma's contributions to India's freedom movement and his commitment to cultural pride. This presentation had seen as filling a significant gap in history education, as Verma is a lesser-known figure whose story was rarely covered in traditional academic settings.

- *Impact on Visitors:* The authenticity of the Memorial's representation of Verma's life inspired strong emotional responses from visitors. Many expressed patriotism, admiration, and cultural pride, indicating that the Memorial successfully facilitates historical understanding and personal reflection, deepening visitors' appreciation for Verma's sacrifices and dedication.
- ***Accessibility and Engagement***
  - *Guided Tours:* Visitors noted the absence of guided tours as a limitation, particularly for those less familiar with Verma's life or who might benefit from additional context and explanations. Some visitors felt they lacked a fuller understanding of the exhibits without guides.
  - *Video Content for Children:* Families and educators suggested that video content tailored for younger audiences would help capture and retain children's attention, making the historical content more relatable and memorable.
  - *Audio Aids for Older Adults and Visual Assistance:* Senior visitors found it challenging to engage fully due to limited audio support and small captions on displays. Some older adults reported difficulty reading descriptions and understanding the narrative flow of Verma's story.
  - *Supplementary Materials for Diverse Audiences:* College students from non-history backgrounds, such as engineering or medicine, expressed a need for supplementary materials like pamphlets, video guides, or audio resources that could better contextualize Verma's contributions. It would help broaden the Memorial's relevance and impact.
- ***Audience Segmentation and Tailored Experiences***
  - *Children:* Recognizing children's shorter attention spans, visitors suggested interactive or video-based content to present historical information in an accessible and engaging way. Simplifying complex historical facts for children could enrich the experience.
  - *College Students:* Students in fields other than history were observed to have difficulty connecting with Verma's story without additional resources to bridge the gap. They would benefit from supplementary materials that present Verma's legacy in a broader cultural and socio-political context, helping them understand his impact.
  - *Senior Citizens:* Senior visitors highlighted the need for accessibility features like clear signage for the lift, personal assistance, and large, readable displays. Addressing these needs would reduce physical and informational barriers, giving senior visitors a more immersive and comfortable experience.

- ***Environmental and Infrastructural Observations***

- *Sustainability and Green Design:* The Memorial's design elements, which reflect environmental sustainability, were appreciated for aligning with modern values. This design choice enhanced the overall experience by fostering a sense of responsible heritage preservation.
- *Additional Greenery and External Aesthetics:* Some visitors suggested expanding greenery around the Memorial to make the surroundings more inviting, serene, and reflective. Enhanced landscaping would contribute to a peaceful atmosphere, complementing the Memorial's purpose as a site of reflection and learning.
- *Accessibility Awareness:* While the Memorial includes a lift to support mobility-impaired visitors, several visitors reported a lack of awareness regarding its location. Insufficient signage may have limited accessibility, creating barriers for visitors who could benefit from these facilities.

- ***Emotional Impact and Personal Reflection***

- *Patriotism and Empowerment:* Verma's story evoked visitors' deep sense of patriotism and empowerment. Many reported feelings inspired by Verma's commitment to freedom and linguistic pride, expressing that the Memorial's message would *be* a personal source of motivation. Cultural and Linguistic Pride: The emphasis on Verma's contributions to linguistic pride particularly resonated with visitors who value cultural preservation. This focus encouraged visitors to reflect on their cultural identities, fostering a renewed commitment to heritage.

### 3.2 Quantitative Data Analysis



*Fig 3.3 Financial Year-Wise Visitors' Details*

#### ***Key Observations:***

- *General Trend in Visitor Numbers*

There was a peak in visitor numbers from 2011-12 to 2012-13, with over 300,000 annual visitors. After 2013-14, there was a noticeable decline in visitors, with the steepest drop beginning around 2018-19. The lowest visitor count is seen in 2024-25, with only a few thousand visitors, indicating a significant long-term decrease.

- *Impact of COVID-19*

Visitor numbers drastically decreased in 2019-20, 2020-21, and 2021-22, likely due to the COVID-19 pandemic. The sharp fall in 2020-21 reflects the effect of lockdowns and restrictions on movement and public gatherings. There was a slight recovery in 2021-22, though the numbers remain much lower than pre-2018 -19.

- *Introduction of Children and Students as Separate Categories*

From 2021-22 onwards, visitor counts are further divided into Children and Students, indicating a focus on specific demographics. Including children and students shows a targeted outreach effort, potentially encouraging educational visits and supporting younger visitors.

The highest recorded numbers for these groups were seen in 2022-23, with a significant count of Children (19,343) and Students (33,907).

- *Comparative Analysis of Visitor Categories*

Visitors (general public) form the largest segment throughout the years but have been decreasing, especially post-2018-19. Children and Students are new additions, suggesting a shift in focus toward educational engagement in recent years. These categories help capture more visitors and emphasize educational programming or school partnerships.

Recent Decline in Total Visitors: Despite adding new categories, the overall visitor count has not returned to pre-2018-19 levels, even after pandemic restrictions were lifted. It may reflect lasting impacts on tourism or interest in the project, requiring further investigation or new initiatives to boost visitor numbers.

- *Insights for Improvement*

- *Revisiting Marketing and Outreach Efforts:* The consistent decline in general visitor numbers indicates a need for renewed marketing or outreach strategies to attract the public. Focus on Educational Initiatives: Given the targeted inclusion of children and students, the project could expand partnerships with educational institutions to boost visitations from these groups.
- *Long-Term Impact of COVID-19:* The impact of COVID-19 is still evident in visitor numbers. It may be beneficial to assess if virtual tours or online educational content could supplement physical visits and engage a broader audience.

### **3.3 Conclusion of Chapter**

The analysis of the Shyamji Krishna Verma Memorial project, mainly through visitors' feedback and focus group discussion, reveals that the Memorial effectively achieves its primary objective of educating the public about Shyamji Krishna Verma's life and contributions. Visitors demonstrate a clear awareness of his historical significance and express positive experiences regarding their engagement with the exhibits and the overall environment of the Memorial.

Essential suggestions emerging from the feedback emphasize the need for improved visitor resources. These include providing guided tours, audio guides, and enhanced use of visual media such as videos and interactive displays. Such additions could significantly enrich the visitor experience, making the content more accessible and engaging for a broader audience.

Visitor trends at the Shyamji Krishna Verma Memorial show a peak in attendance from 2011-12 to 2012-13, with over 300,000 visitors annually. However, after 2013-14, there was a noticeable decline, with the sharpest drop occurring around 2018-19. Visitor numbers hit their lowest in 2024-25. The COVID-19 pandemic significantly impacted visitation in 2019-22, with a partial recovery in 2021-22 that has not returned to pre-2018 levels. Despite introducing separate categories for children and students in recent years, visitor numbers remain well below previous highs.

## Chapter 4: Conclusions and Recommendations

### 4.1 Conclusions

The impact assessment of the Shyamji Krishna Verma Memorial project reveals critical insights into the project's success and areas for growth. Based on findings from semi-structured interviews with staff and focus group discussions with visitors, the following conclusions were drawn:

- *Enhanced Public Awareness and Historical Significance*

The Memorial has successfully raised awareness of Shyamji Krishna Verma's contributions to India's freedom struggle. Both staff and visitors indicated that the Memorial provides an inspiring narrative, highlighting his ideological influence on Indian independence. The visitor responses reflect a deepened appreciation of this lesser-known historical figure and a growing interest in India's freedom movement.

- *Effective Educational and Community Engagement*

The Memorial's community engagement and educational activities, such as guided tours and informational sessions, have been positively received. Visitors particularly valued interactive displays and informative exhibitions, suggesting the Memorial's effectiveness in fostering a dynamic learning environment.

- *Operational Challenges and Resource Constraints*

Staff feedback indicates operational challenges, primarily due to limited staffing and resources. These constraints occasionally hinder the Memorial's consistent engagement with visitors, particularly during peak times. Additionally, resource limitations impact the Memorial's capacity to update exhibits or expand educational outreach programs.

- *Visitor Experience and Accessibility Issues*

Visitors expressed high satisfaction with the Memorial overall but pointed out accessibility issues, especially for elderly visitors and those with physical disabilities. There are also opportunities to improve the facility's amenities, such as rest areas, to enhance visitor comfort and encourage more extended visits.

## 4.2 Recommendations

Based on these conclusions, the following recommendations aim to support the Memorial's mission and address identified challenges:

- ***Guided Tours and Audio-Visual Aid***

Increase the number of guides: Increasing the number of guide tours would address visitors' desire for context and interactive engagement, especially for those unfamiliar with Verma's life. Guides could help make the exhibits more accessible by providing insights, answering questions, and creating a more personalized experience. By facilitating these connections, guided tours could enhance visitors' understanding of Verma's legacy.

- ***Implement Audio-Visual Enhancements:***

- *Video Content for Children:* Introducing video content designed specifically for children would make the museum experience more engaging for younger audiences. Short, animated presentations could convey historical details in a visually appealing way, making Verma's life story both understandable and enjoyable for children.
- *Audio Aids and Readable Captions for Older Adults:* Providing audio aids and more prominent, more readable captions would ensure that older visitors can engage fully with the displays. Audio aids could offer an alternative way of understanding the exhibits, reducing the need for reading while enhancing accessibility.

- ***Audience-Specific Content and Features***

- *Children:* Develop interactive displays or video content tailored to children, engagingly simplifying complex historical facts. It would help make the museum visit enjoyable and educational, allowing children to appreciate Verma's contributions in a manner suited to their age.
- *College Students:* Supplementary materials that provide background context would help college students, especially those from non-history disciplines, engage more deeply with Verma's legacy. These materials could include brief pamphlets, informative videos, or digital guides, making the Memorial's content accessible across academic backgrounds.
- *Senior Citizens:* Improving accessibility features, such as clear signage for the lift and adding options for personal assistance, would make the Memorial more inclusive. Catering to senior



visitors' needs for comfort and accessibility would reduce barriers, enabling a more immersive experience.

- ***Infrastructure and Accessibility Improvements***

- *Increase Greenery and Enhance External Aesthetics:* Expanding green spaces around the Memorial would contribute to a welcoming and serene environment, complementing the museum's reflective purpose. Additional greenery and outdoor seating would make the Memorial a pleasant and inviting space for visitors to relax and contemplate.
- *Improve Accessibility Signage:* Clearer signage indicating accessibility features, particularly the lift's location, would make the Memorial more user-friendly for mobility-impaired visitors. This improvement would ensure all visitors can easily navigate the space and access its facilities.

- ***Promote the Memorial through Digital Platforms***

Expanding the Memorial's digital presence on social media and other platforms could help reach a broader audience, significantly younger demographics. Highlighting virtual tours, events, and historical information online would extend the Memorial's reach and reinforce public interest in Shyamji Krishna Verma's legacy.

- ***Collaborate with Educational Institutions and Platforms***

Partner with schools, colleges, and e-learning platforms to promote awareness through online workshops and seminars. Use platforms like LinkedIn and Coursera to host short courses or modules on Shyamji Krishna Verma's legacy.

- ***Develop a Comprehensive Social Media Strategy***

Create official social media accounts on platforms like Instagram, Facebook, Twitter, and YouTube to share visually appealing content related to the Memorial. Regularly post updates, including historical facts, videos, and images of artifacts, to keep followers engaged.

## **Bibliography**

CSR Highlights Reports. *Retrieve from* <https://gmdecvt.org/wp-content/uploads/2024/06/csr-highlights.pdf>.

*GMDC. 61<sup>st</sup> Integrated Annual Report, 2023-2024.*

## Appendix 1: Questionnaire for FGDs

### Questionnaire for understanding the visitor experience for the Shyamji Krishna Varma Memorial heritage site.

The objective of the present study is to understand your thoughts, feelings, emotions about visiting Shyamji Krishna Varma Memorial heritage site. There are no right or wrong answers. Your responses will be kept confidential.

- Please tell us how did you come to know about Shyamji Krishna Varma Memorial? What information did you gather before and after your visit? How this information useful for the visitors who are visiting this place? State your expectations before coming to this place?
- What makes you believe that this 'Place is one of a Kind', "Real" and "Original" in terms of communicating about the life of Shyamji Krishna? How this information made you feel about the Place & Person and his life's journey?
- Did this information motivate some feelings in you? Please describe your feelings.
- Please state how was your overall experience of visiting SKVM?
- Please let us know all the positive experiences you came across during your visit to SKVM?

*Follow-up: When, Where, what, How and why of these positive experiences?*

- Please tell us all the negative experiences you had while visiting SKVM?  
*Follow-up: When, Where, what, How and why of these positive experiences?*
- Did you find this place offering environmental/sustainability benefits? What kind of benefits did you notice?
- Did these environmental/sustainability benefits enhance your quality of experience? Did you find these benefits unique and remarkable?
- What should be done to further enhance the environmental/sustainability benefits of SKVM?
- What will you remember most about visiting this place?
- What reasons would make you visit this place again and again?
- For what reasons you would not visit this place again?
- Did the visit exceed your expectations? How? Please elaborate!
- What should be your feedback to the people who are maintaining this memorial site?
- What should be done to further enhance the visitor experience?

## **Appendix 2: Questionnaire for SSIs**

### **Questionnaire for Staff of Shyamji Krishna Verma Memorial**

#### **Section 1: Visitor Trends**

**1. Visitor Count:**

- How many visitors do you receive on average daily, weekly, and monthly?
- Is there a noticeable pattern in visitor numbers during specific seasons or events?

**2. Visitor Profile:**

- What age groups or categories of people (e.g., tourists, students, locals) are the most frequent visitors?
  - Do you observe any groups that are underrepresented among visitors?
- Section 2: Challenges Faced**

**3. Operational Challenges:**

- What are the main challenges you face in your day-to-day work at the memorial?
- Are there specific difficulties in managing visitors or maintaining the facilities?

**4. Facilities and Infrastructure:**

- Are there any issues with the existing facilities that affect visitor satisfaction or staff efficiency?
- 
- **Section 3: Improving Visitor Experience**

**5. Suggestions for Improvement:**

- What strategies would you recommend to increase the number of visitors?
- Are there particular events or collaborations you think would help attract more people?

**6. Promotional Efforts:**

- Are there any outreach or promotional activities currently in place?
- What additional marketing efforts could be beneficial to raise awareness?

#### **Section 4: Staff Requirements**

**7. Resource Needs:**

- What additional resources or support do you think the memorial requires to function more efficiently?

**8. Training and Development:**

- Do you feel that staff training or development programs are needed to better serve visitors?

**9. Facility Enhancements:**

- What specific facilities or amenities would you recommend adding to enhance the visitor experience?

#### **Section 5: General Feedback**

**10. Additional Comments:**

- Is there anything else you would like to share regarding the memorial's operations, challenges, or improvements?

## Appendix 3: Visitors Feedback Documents

## Feedback from visitors

Date	Name & Address	Remarks
93-94-90	[Signature]	9543 01 20.10.94 6:30pm 1st
	21.10.94 - 23.10.94	2nd 2nd 3rd 4th 5th 6th 7th 8th 9th 10th 11th 12th 13th 14th 15th 16th 17th 18th 19th 20th 21st 22nd 23rd 24th 25th 26th 27th 28th 29th 30th 31st 32nd 33rd 34th 35th 36th 37th 38th 39th 40th 41st 42nd 43rd 44th 45th 46th 47th 48th 49th 50th 51st 52nd 53rd 54th 55th 56th 57th 58th 59th 60th 61st 62nd 63rd 64th 65th 66th 67th 68th 69th 70th 71st 72nd 73rd 74th 75th 76th 77th 78th 79th 80th 81st 82nd 83rd 84th 85th 86th 87th 88th 89th 90th 91st 92nd 93rd 94th 95th 96th 97th 98th 99th 100th 101st 102nd 103rd 104th 105th 106th 107th 108th 109th 110th 111th 112th 113th 114th 115th 116th 117th 118th 119th 120th 121st 122nd 123rd 124th 125th 126th 127th 128th 129th 130th 131st 132nd 133rd 134th 135th 136th 137th 138th 139th 140th 141st 142nd 143rd 144th 145th 146th 147th 148th 149th 150th 151st 152nd 153rd 154th 155th 156th 157th 158th 159th 160th 161st 162nd 163rd 164th 165th 166th 167th 168th 169th 170th 171st 172nd 173rd 174th 175th 176th 177th 178th 179th 180th 181st 182nd 183rd 184th 185th 186th 187th 188th 189th 190th 191st 192nd 193rd 194th 195th 196th 197th 198th 199th 200th 201st 202nd 203rd 204th 205th 206th 207th 208th 209th 210th 211st 212th 213th 214th 215th 216th 217th 218th 219th 220th 221st 222nd 223rd 224th 225th 226th 227th 228th 229th 230th 231st 232nd 233rd 234th 235th 236th 237th 238th 239th 240th 241st 242nd 243rd 244th 245th 246th 247th 248th 249th 250th 251st 252nd 253rd 254th 255th 256th 257th 258th 259th 260th 261st 262nd 263rd 264th 265th 266th 267th 268th 269th 270th 271st 272nd 273rd 274th 275th 276th 277th 278th 279th 280th 281st 282nd 283rd 284th 285th 286th 287th 288th 289th 290th 291st 292nd 293rd 294th 295th 296th 297th 298th 299th 300th 301st 302nd 303rd 304th 305th 306th 307th 308th 309th 310th 311st 312th 313th 314th 315th 316th 317th 318th 319th 320th 321st 322nd 323rd 324th 325th 326th 327th 328th 329th 330th 331st 332nd 333rd 334th 335th 336th 337th 338th 339th 340th 341st 342nd 343rd 344th 345th 346th 347th 348th 349th 350th 351st 352nd 353rd 354th 355th 356th 357th 358th 359th 360th 361st 362nd 363rd 364th 365th 366th 367th 368th 369th 370th 371st 372nd 373rd 374th 375th 376th 377th 378th 379th 380th 381st 382nd 383rd 384th 385th 386th 387th 388th 389th 390th 391st 392nd 393rd 394th 395th 396th 397th 398th 399th 400th 401st 402nd 403rd 404th 405th 406th 407th 408th 409th 410th 411st 412th 413th 414th 415th 416th 417th 418th 419th 420th 421st 422nd 423rd 424th 425th 426th 427th 428th 429th 430th 431st 432nd 433rd 434th 435th 436th 437th 438th 439th 440th 441st 442nd 443rd 444th 445th 446th 447th 448th 449th 450th 451st 452nd 453rd 454th 455th 456th 457th 458th 459th 460th 461st 462nd 463rd 464th 465th 466th 467th 468th 469th 470th 471st 472nd 473rd 474th 475th 476th 477th 478th 479th 480th 481st 482nd 483rd 484th 485th 486th 487th 488th 489th 490th 491st 492nd 493rd 494th 495th 496th 497th 498th 499th 500th 501st 502nd 503rd 504th 505th 506th 507th 508th 509th 510th 511st 512th 513th 514th 515th 516th 517th 518th 519th 520th 521st 522nd 523rd 524th 525th 526th 527th 528th 529th 530th 531st 532nd 533rd 534th 535th 536th 537th 538th 539th 540th 541st 542nd 543rd 544th 545th 546th 547th 548th 549th 550th 551st 552nd 553rd 554th 555th 556th 557th 558th 559th 560th 561st 562nd 563rd 564th 565th 566th 567th 568th 569th 570th 571st 572nd 573rd 574th 575th 576th 577th 578th 579th 580th 581st 582nd 583rd 584th 585th 586th 587th 588th 589th 590th 591st 592nd 593rd 594th 595th 596th 597th 598th 599th 600th 601st 602nd 603rd 604th 605th 606th 607th 608th 609th 610th 611st 612th 613th 614th 615th 616th 617th 618th 619th 620th 621st 622nd 623rd 624th 625th 626th 627th 628th 629th 630th 631st 632nd 633rd 634th 635th 636th 637th 638th 639th 640th 641st 642nd 643rd 644th 645th 646th 647th 648th 649th 650th 651st 652nd 653rd 654th 655th 656th 657th 658th 659th 660th 661st 662nd 663rd 664th 665th 666th 667th 668th 669th 670th 671st 672nd 673rd 674th 675th 676th 677th 678th 679th 680th 681st 682nd 683rd 684th 685th 686th 687th 688th 689th 690th 691st 692nd 693rd 694th 695th 696th 697th 698th 699th 700th 701st 702nd 703rd 704th 705th 706th 707th 708th 709th 710th 711st 712th 713th 714th 715th 716th 717th 718th 719th 720th 721st 722nd 723rd 724th 725th 726th 727th 728th 729th 730th 731st 732nd 733rd 734th 735th 736th 737th 738th 739th 740th 741st 742nd 743rd 744th 745th 746th 747th 748th 749th 750th 751st 752nd 753rd 754th 755th 756th 757th 758th 759th 760th 761st 762nd 763rd 764th 765th 766th 767th 768th 769th 770th 771st 772nd 773rd 774th 775th 776th 777th 778th 779th 78

[illegible]



SHREE SHYAMJI KRISHNA VARMA MEMORIAL - 'KRANTI TEERTH'  
MANDVI - KACHCHH



VISITOR OPINION BOOK

Date તારીખ	Name / Address & Contact No. નામ / સરનામું અને સંપર્ક નં.	Your Opinion તમારો અભિપ્રાય
9/10/2019	Narayan Ch. Dan 73842 98302	It is a wonderful memorial of Shyamsji. I am not so familiar about Shyamsji but after visiting this museum came to know about his activities and against British Govt. and Many thanks to Hon. Prime Minister of India Modi ji.
9/10/2019	Krupali Patel	very beautiful & amazing statue of every freedom fighter, & satisfactory view of every gallery overall all gallery is superb
		Thanks to our respected P.M. Modi ji

## Appendix 4: Visitor Details



### SHREE SHYAMJI KRISHNA VARMA MEMORIAL 'KRANTI TEERTH'



Salaya-Maska Road, At & Post : Maska, Ta. Mandvi - 370 465 KACHCHH (GUJ.) Email : krantiteerth@hotmail.com

Financial Year wise Visitors detail				
Financial Year	Visitors	Children	Student	Total
2010-11	78594	0	35804	114398
2011-12	294403	0	36111	330514
2012-13	324404	0	35259	359663
2013-14	246382	0	44800	291182
2014-15	179538	0	44054	223592
2015-16	179512	0	48998	228510
2016-17	124583	0	51350	175933
2017-18	112790	0	76547	189337
2018-19	110433	0	55053	165486
2019-20	83176	0	46624	129800
2020-21	6347	0	1180	7527
2021-22	66505	3276	8374	78155
2022-23	102458	19343	33907	155708
2023-24	34116	4659	776	39551
2024-25	4041	589	1490	6120
Total	1947282	27867	520327	2495476

Assistant (Krantiteerth)