

**Pre and Post COVID-19 transformation in the Financial and Marketing practices of  
Museums: An analysis of the Government museum Chennai, Chhatrapati Shivaji Maharaj  
Vastu Sangrahalaya, Mumbai and City Palace Museum, Udaipur**

**J.Bhaalasaraswathi**

**Wildlife Institute of India**

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**Supervisor:**

**Dr. K. Sivakumar, Scientist-F, Department of Endangered Species Management,  
Wildlife Institute of India**

**Co Supervisor:**

**Dr. Shikha Jain, Founder-Director DRONAH**

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**Project Summary**

The research aims to understand the transformation in the financing and marketing strategies due to the COVID-19 pandemic. This will be case study-based research. The researcher will look at these sectors in one government museum (Government Museum Chennai) and two non-governmental museums (Chhatrapati Shivaji Maharaj Vastu Sangrahalaya, Mumbai and City Palace Museum, Udaipur). An in-depth research will be carried out on these three museums on the mentioned areas. The research will establish the transformation in the financial position and marketing strategies from the pre COVID situation to the post COVID situation.