

Challenges and Opportunities in Organising International Museum Day Events at Aga Khan Palace, Pune: A Case Study of Pallavi's Management for Youth, Children & Cultural Awareness

Pallavi Deshpande¹, Dr. Bina Sarkar², Dr. Vijay Kulkarni³

¹ Ajeenkya DY Patil University, Pune, Maharashtra, India, D Y Patil Knowledge City, Charholi Bk. Via Lohegaon, Pune - 411081, Maharashtra, India.
(Pallavideshpande@adypu.edu.in)

² Ajeenkya DY Patil University, Pune, Maharashtra, India.

³ Ajeenkya DY Patil University, Pune, Maharashtra, India.

Corresponding Author:

Pallavi Deshpande

Email: Pallavi.deshpande@adypu.edu.in

Ajeenkya DY Patil University, Pune, Maharashtra, India.

Abstract: International Museum Day plays a significant role in promoting cultural awareness, heritage conservation, social responsibility, and experiential learning among society. This research paper examines the challenges and opportunities in organising an International Museum Day event at Aga Khan Palace, with special reference to the event organised by Pallavi's Management. The palace is a prominent historical monument associated with Mahatma Gandhi, Kasturba Gandhi, and India's freedom struggle, making it a powerful venue for heritage based educational events.

The event aimed to promote cultural awareness, youth engagement, and social responsibility among children, families, and visitors. A heritage walk led by Vivan allowed participants to explore the historical significance of the palace, while collective singing of "Raghupati Raghav Raja Ram" created a patriotic and emotionally engaging environment. Speeches by Adwita focused on anti-tobacco awareness and Gandhian values, while Madhuri Deshpande emphasized cultural preservation and women empowerment through Kasturba Gandhi's inspiration. Pallavi Deshpande highlighted Gandhi Ji as a youth icon symbolizing peace, discipline, and leadership.

The study identifies key opportunities such as educational tourism, family bonding experiences, sustainable cultural events, and digital visitor management systems including online ticketing and scanning. Major challenges include heritage conservation restrictions, crowd management issues, limited public awareness, and operational coordination in protected monuments.

The findings suggest that museum-based programs effectively integrate culture, youth participation, sustainability, and health awareness. Distribution of "Key to Health" further reinforced Gandhian principles of simplicity and wellness. The study concludes that such initiatives enhance cultural identity, promote responsible tourism, and strengthen the educational impact of International Museum Day celebrations in India.

Keywords: Event Management, International Museum Day, Aga Khan Palace, Pune, Heritage Tourism, Cultural Awareness, Museum Management, Sustainable Events, Maharashtra, Pallavi's Management.

Introduction

India is a country rich in history, culture, traditions, and heritage monuments. Museums

and historical sites play a major role in preserving the memories of freedom fighters, leaders, and social reformers. International Museum Day is celebrated globally to spread awareness regarding the importance of museums in education, culture, tourism, and social development. Museums are not only places to preserve historical objects but also centres for learning, inspiration, awareness, and social transformation.

In Maharashtra, Pune is known as a cultural and educational city with strong historical roots. Among the important heritage sites in Pune, Aga Khan Palace holds a special place because of its connection with Mahatma Gandhi, Kasturba Gandhi, and India's freedom struggle. The palace attracts students, tourists, researchers, families, and cultural visitors throughout the year.

The International Museum Day event organised by Pallavi's Management at Aga Khan Palace created a unique combination of culture, awareness, patriotism, educational learning, and social responsibility. The event aimed to educate youth and society about Gandhian values, India's freedom struggle, anti-tobacco awareness, family values, and heritage conservation.

The event included cultural heritage walks, patriotic songs, anti-tobacco awareness speeches, quiz competitions, pledge ceremonies, and distribution of "Key to Health" books written by Mahatma Gandhi. "**Raghupati Heritage & Cultural Harmony Walk**" at Aga Khan Palace led by Vivan echoed with the divine melody of *Raghupati Raghav Raja Ram* before Mahatma Gandhi and Kasturba Gandhi. A soulful journey where heritage, culture, and timeless national values inspired young hearts amidst the historic aura of Aga Khan Palace. These activities created emotional connection and cultural awareness among visitors.

The event also highlighted various opportunities and challenges in organising cultural events in heritage venues. Modern digital facilities such as online ticketing, QR scanning, and digital information systems improved visitor management. However, organisers also faced challenges including limited public awareness, restrictions on outside catering, and operational coordination.

This research paper studies the event management perspective of organising International Museum Day events at Aga Khan Palace and analyses how such heritage events can contribute to educational tourism, cultural preservation, women empowerment, youth inspiration, and sustainable event management in Maharashtra.

Objectives of the Study

To analyse the challenges faced in organising heritage-based events in Maharashtra.

To identify opportunities available through museum awareness and cultural events.

To understand the role of event management in promoting heritage tourism and social awareness.

To examine the impact of anti-tobacco awareness, patriotic activities, and cultural programs on youth and families.

To suggest innovative strategies for improving museum awareness events in Pune and Maharashtra.

Research Methodology

The present study is based on a qualitative case study approach. Primary and secondary data were used for analysis.

3.1 Primary Data

Primary data was collected through:

- Observation of the International Museum Day event
- Participation in cultural activities
- Speeches delivered during the event
- Interactions with participants
- Event management observations at Aga Khan Palace

3.2 Secondary Data

Secondary data was collected from:

- Books on event management
- Articles related to heritage tourism
- Museum awareness reports
- Information about Aga Khan Palace
- Online sources and event reports

3.3 Scope of the Study

The study focuses on International Museum Day event management at Aga Khan Palace in Pune with special reference to Pallavi's Management.

Importance of Aga Khan Palace in Pune and Maharashtra

Aga Khan Palace is one of the most significant historical landmarks in Pune, Maharashtra. Built in 1892 by Sultan Muhammed Shah Aga Khan III, the palace is associated with India's freedom movement and Gandhian history. Mahatma Gandhi, Kasturba Gandhi, and Mahadev Desai were imprisoned here during the Quit India Movement.

The palace represents sacrifice, patriotism, peace, simplicity, and national unity. It has become an important museum and heritage site attracting visitors from India and across the world. The memorials of Kasturba Gandhi and Mahadev Desai are located inside the premises, making it a place of emotional and historical importance.

The palace environment is ecofriendly, peaceful, and educational. Large green spaces, historical galleries, and cultural architecture provide a perfect setting for museum awareness activities and educational tourism.

For event management professionals, Aga Khan Palace offers opportunities to organise:

- Cultural heritage walks
- Museum awareness campaigns
- Educational student visits
- Anti-tobacco awareness programs
- Patriotic celebrations

Sustainable and eco-friendly events

Youth inspiration activities

Women empowerment programs

The palace creates a meaningful emotional experience where visitors can connect with India's freedom struggle and cultural values.

Overview of the International Museum Day Event

The International Museum Day event organised by Pallavi's Management was designed to combine awareness, patriotism, culture, and education. The event aimed to spread awareness regarding museums and heritage conservation while inspiring youth through Gandhian values.

5.1 Cultural Heritage Walk

A special heritage walk was conducted from the entry gate to the inner areas of the palace. The walk was led by Vivan, who guided participants while carrying handcrafted Terracotta Gandhi Heritage Plate purchased from the Aga Khan Palace souvenir shop during the cultural heritage activity of Mahatma Gandhi. Participants respectfully bowed before the statues of Mahatma Gandhi and Kasturba Gandhi.

During the walk, patriotic songs such as "Raghupati Raghav Raja Ram" and "Vande Mataram" were sung. These songs created emotional connection among visitors and promoted messages of peace, unity, and simple living.

5.2 Antitobacco Awareness Campaign

Adwita delivered a powerful speech promoting antitobacco awareness among youth and society. The message highlighted the harmful effects of tobacco consumption and encouraged healthy lifestyles.

The antitobacco message was connected with Gandhian principles of self discipline, health, and moral responsibility. The event successfully linked social awareness with cultural heritage.

5.3 Women Empowerment and Family Values

Madhuri Deshpande delivered an inspiring speech explaining how Kasturba Gandhi continues to inspire women and youth through sacrifice, simplicity, patience, and family values.

The speech encouraged women to educate children about Indian culture, traditions, and freedom fighters. It also highlighted the importance of family bonding and cultural learning through museum visits.

5.4 Distribution of "Key to Health" Books

Books titled "Key to Health" written by Mahatma Gandhi were distributed among participants. This activity promoted awareness regarding healthy living, discipline, simplicity, and moral values.

5.5 Quiz and Awareness Activities

Quiz competitions were organised to improve knowledge regarding Gandhi Ji, Kasturba Gandhi, freedom fighters, museums, and Indian history. Such activities increased engagement among children and youth.

5.6 Pledge Ceremony

Participants took a pledge in front of Gandhi Ji's statue to spread awareness regarding anti-tobacco messages, health, culture, and heritage conservation among youth, women, and children.

Challenges in Organising International Museum Day Events

Event management in heritage venues involves multiple operational, social, and administrative challenges. The International Museum Day event at Aga Khan Palace also faced several important challenges.

6.1 Limited Public Awareness

One of the major challenges was limited awareness among the general public regarding International Museum Day celebrations. Many citizens were unaware about the importance of museum awareness events and heritage education.

6.2 Venue Restrictions

As Aga Khan Palace is a protected heritage monument, strict rules and regulations must be followed.

6.3 Heritage Tourism & Cultural Preservation

Focuses on:

Importance of preserving Indian culture and heritage

Role of Aga Khan Palace in promoting patriotism and cultural awareness

Educational and emotional impact of heritage tourism

Connection with Mahatma Gandhi and India's freedom movement

6.4 Event Management in Heritage Venues

Covers:

Challenges of organising events in protected heritage spaces

Restrictions on catering, decorations, and crowd movement

Importance of balancing event execution with monument preservation

How Pallavi's Management handled heritage event planning

6.5 Museum Awareness & Educational Tourism

Includes:

Educational value of museums for children and youth

Heritage walks, quizzes, and cultural learning

Free entry opportunities for children below 15 years

Educational tourism benefits in Pune and Maharashtra

6.6 Sustainable Event Management

Explains:

Eco-friendly event planning

Sustainable tourism practices

Importance of green heritage venues

Use of digital systems and awareness campaigns

6.7 Youth Awareness & Gandhian Inspiration

Highlights:

Cultural walk led by Vivan

Anti-tobacco awareness speech by Adwita

Women inspiration and Kasturba Gandhi values explained by Madhuri Deshpande

Gandhian values and patriotic inspiration for youth

6.8 Digital Technologies in Museum Management

Discusses:

Online ticketing systems

QR scanners and digital information displays

Crowd management improvements

Visitor convenience and learning enhancement

6.9 Research Gap Identification

Identifies gaps such as:

Limited studies on International Museum Day event management in Pune Maharashtra India.

Lack of research connecting:

Heritage tourism with anti-tobacco awareness

Gandhian inspiration with youth engagement

Sustainable event practices with museum awareness

Family bonding through heritage events

Literature Review

The literature review helps in understanding previous studies related to heritage tourism, museum awareness, event management, sustainable tourism, and cultural preservation. Researchers such as Getz (2012) and Goldblatt (2017) explained that heritage events create educational, emotional, and cultural experiences for visitors. Museums are no longer limited to displaying historical objects; they are becoming centres for awareness, social learning, patriotism, and youth inspiration.

Studies on heritage tourism explain that historical monuments connected with freedom fighters increase national pride and cultural identity among visitors. Aga Khan Palace is one of the most important heritage sites connected with Mahatma Gandhi and Kasturba Gandhi. Heritage-based events organised at such venues provide opportunities for educational tourism, women empowerment, youth awareness, and social campaigns.

Researchers also explain that sustainable event management is becoming important in modern

Challenges and Opportunities in Organising International Museum Day Events at Aga Khan Palace, Pune: A Case Study of Pallavi's Management for Youth, Children & Cultural Awareness

tourism. Ecofriendly venues, digital technologies, online ticketing, and educational programs improve visitor experiences and support responsible tourism. The International Museum Day event organised by Pallavi's Management demonstrated how cultural awareness, anti-tobacco campaigns, Gandhian inspiration, and heritage preservation can be combined successfully through event management.

Findings of the Study

Heritage based events create strong emotional and educational impact among visitors.

Cultural walks, patriotic songs, and Gandhian activities increased youth participation and awareness.

The antitobacco awareness speech by Adwita created social awareness among youth and families.

Madhuri Deshpande successfully inspired women and youth through the example of Kasturba Gandhi.

Online ticketing systems and digital scanners improved crowd management and visitor convenience.

Free entry for children below 15 years encouraged educational tourism and family participation.

Limited public awareness regarding International Museum Day remained a major challenge.

Heritage venues like Aga Khan Palace provide ecofriendly and sustainable event opportunities.

Patriotic songs such as *Raghupati Raghav Raja Ram* and *Vande Mataram* increased emotional connection with Indian culture and freedom history.

Heritage events can become strong platforms for promoting culture, tourism, awareness, and healthy lifestyles.

Suggestions

More International Museum Day events should be organised in Pune and Maharashtra.

Schools and colleges should conduct regular educational visits to heritage museums.

Government and tourism authorities should increase awareness campaigns regarding museums and heritage tourism.

Digital technologies such as QR scanners, online ticketing, and virtual guides should be expanded in museums.

Heritage walks and cultural storytelling activities should be promoted regularly.

Antitobacco awareness and health campaigns should be integrated with cultural events.

Event organisers should focus on sustainable and ecofriendly event management practices.

Family oriented cultural activities should be encouraged to improve cultural learning and bonding.

Social media promotion should be increased for museum awareness campaigns.

Heritage tourism should be promoted internationally to strengthen India's cultural image.

Future Scope

The study provides opportunities for future research in the following areas:

Comparative studies of heritage events in different Indian cities

Role of digital technologies in museum management

Impact of heritage tourism on youth development

Women empowerment through cultural awareness events

Sustainable tourism practices in heritage venues

Event marketing strategies for museum awareness campaigns

Impact of Gandhian values on youth awareness programs

Educational tourism and student participation in museums

Future researchers can also conduct quantitative surveys involving tourists, students, and families visiting heritage sites.

Practical Implications

The study provides practical implications for event managers, tourism authorities, educational institutions, and social organisations. Heritage venues can be used effectively for awareness campaigns, educational tourism, patriotic programs, and sustainable event management.

The event organised by Pallavi's Management demonstrated that cultural awareness programs can successfully combine education, tourism, social responsibility, and entertainment. Event managers can use heritage walks, patriotic songs, digital technologies, and awareness activities to improve visitor engagement.

The study also highlights that museums can become powerful centres for anti-tobacco awareness, youth inspiration, women empowerment, and cultural preservation in Pune and Maharashtra.

Conclusion

The International Museum Day event organised at Aga Khan Palace by Pallavi's Management successfully demonstrated how heritage based event management can promote culture, patriotism, educational tourism, and social awareness.

The event created meaningful experiences through cultural heritage walks, patriotic songs, antitobacco awareness campaigns, Gandhian inspiration, quizzes, and educational activities. The leadership of Vivan, the antitobacco awareness speech by Adwita, and the inspirational speech by Madhuri Deshpande contributed greatly to the success of the event.

Although challenges such as limited awareness, venue restrictions, and operational coordination existed, the event also created opportunities for sustainable tourism, educational learning, youth inspiration, and family bonding. The study concludes that more innovative heritage based events should be organised in Maharashtra to preserve Indian culture and inspire future generations about the sacrifices of freedom fighters and Gandhian values..

Challenges and Opportunities in Organising
International Museum Day Events at Aga Khan
Palace, Pune: A Case Study of Pallavi's Management
for Youth, Children & Cultural Awareness

References

Sample APA/Scopus Style References for Your Research Paper

Topic: Event Management, Heritage Tourism & Museum Awareness at Aga Khan Palace

Aga Khan Palace. (n.d.). In Wikipedia. Retrieved May 25, 2026, from https://en.wikipedia.org/wiki/Aga_Khan_Palace

Sahapedia. (2025). Celebrating International Museum Day: Exploring Aga Khan Palace & Its Museum. Retrieved from <https://www.sahapediaexperiences.org/celebrating-international-museum-day-exploring-aga-khan-palace-its-museum>

International Journal of Multidisciplinary Research Papers. (2024). Research article on tourism and heritage management. Retrieved from <https://www.chandigarhphilosophers.com/index.php/ijmrp/article/view/276>

The Indian Express. (2022). Maintenance at Aga Khan Palace hit as PMC cuts water supply to garden. Retrieved from <https://indianexpress.com/article/cities/pune/maintenance-at-aga-khan-palace-hit-as-pmc-cuts-water-supply-to-garden-7831884/>

BookMyShow. (2025). Aga Khan Palace Heritage Walk by PHW. Retrieved from <https://in.bookmyshow.com/activities/aga-khan-palace-heritage-walk-by-phw/ET00483710/>

Event portfolio management: An emerging transdisciplinary field of theory and praxis. (2025). ScienceDirect. Retrieved from <https://www.sciencedirect.com/>

Management and Governance Journal. (2025). Research article on heritage and tourism management. Retrieved from <https://journals.4science.ge/index.php/mg/article/view/4052>

Taylor & Francis Online. (2025). Research article related to cultural tourism and heritage. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/14766825.2025.2537817>

SAGE Journals. (2025). Research article on tourism and cultural heritage studies. Retrieved from <https://journals.sagepub.com/doi/10.1177/14673584251384886>

ICERT. (2026). Reimagining heritage tourism through sustainability: Balancing conservation and visitor experience. Retrieved from <https://icert.org.in/index.php/2026/04/18/reimagining-heritage-tourism-through-sustainability-balancing-conservation-and-visitor-experience/>

Springer. (2026). Heritage tourism and sustainability studies. Retrieved from https://link.springer.com/chapter/10.1007/978-3-032-12968-0_53

MDPI. (2026). Research article on sustainability and tourism management. Retrieved from <https://www.mdpi.com/2673-8392/6/4/78>

ScienceDirect. (2026). Tourism and event management research article. Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S0261517726000105>

..