

## **Digital Strategies for Enhancing User Engagement with Indigenous Knowledge: A Case Study of the Odisha State Tribal Museum**

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### **Abstract**

**Purpose** – Museums are key contributors for preserving and promoting Indigenous Knowledge. Integration of User Engagement (UE) in museums can foster user interaction with Indigenous Knowledge. The purpose of this study is to explore the digital tools and services provided by the Odisha State Tribal Museum (OSTM) to enhance User Engagement towards Indigenous Knowledge in this digital age.

**Design/Methodology** – A case study design is used to analyse OSTM's services and collections in depth. Through physical observation and website analysis, this study explores the role of OSTM in preserving and promoting the Indigenous Knowledge of tribes of Odisha. Through discussion with OSTM professionals, this research identifies the best practices used here for creating an exclusive user engagement. Through article reviews, this paper suggests actionable insights for the museum to create a future-ready and interactive user engagement.

**Findings**- The study found that OSTM, through display and exhibition, try to preserve rare and culturally significant art and artifacts of Odisha's Tribal culture. It explores how digital tools can support enhancing user engagement by involving participation. The outcome suggests a well-developed user engagement strategy to elevate the museum experience and integrate indigenous knowledge.

**Research limitations/Implications**-This research scope is limited to Odisha State Tribal Museum (OSTM) professionals only. Further, a user survey could be implemented to analyse the engagement and satisfaction of the users.

**Practical Implications**- The proposed strategy will help the museum to strengthen user engagement and the Indigenous community by promoting cultural preservation.

**Originality/Value of paper** – It offers a replicable framework for museum curators and professionals to continue this User Engagement practice.



**Keywords:** User Engagement; Museum; Indigenous Knowledge; Cultural Heritage; Odisha State Tribal Museum; Digital Age Engagement.

## 1. Introduction

A museum is the custodian of Cultural Heritage. It preserves, conserves, and exhibits Indigenous knowledge. Understanding, skills, traits, and practices of a community which is handed down to the next generation is Indigenous knowledge. As it is a combination of intangible and tangible knowledge, it is difficult to safeguard. A museum is a not-for-profit, permanent institution in the service of society that researches, collects, conserves, interprets, and exhibits tangible and intangible heritage. Open to the public, accessible, and inclusive, museums foster diversity and sustainability. They operate and communicate ethically, professionally, and with the participation of communities, offering varied experiences for education, enjoyment, reflection, and knowledge sharing (International Council of Museums, 2023). With advanced technology, museums can get the opportunity to preserve the oral history, visualize ancient civilizations, and engage the younger generation with indigenous knowledge. By embracing digital tools, museums can redefine user engagement.

A museum is a publicly accessible place that has visitors of different ages and different needs. Museums, through their collections, exhibitions, services, and engagement, can attract users. User Engagement in museums depends on the ability of the professionals to involve visitors in a meaningful way. In the 21st century, the involvement shouldn't be limited to physical only. Museums should adopt and design the facilities to resonate with the diverse audience on digital platforms.

## 2. Related Literature

The article "Role of Libraries and Museums to Preserve Indigenous Knowledge and Cultural Heritage" aims to explore the critical role of museums and libraries in preserving indigenous knowledge. The Indigenous Knowledge encompasses unique traditions and rituals of cultural heritage. Museums can preserve this knowledge through advanced technology, particularly digital archives to ensure longevity and accessibility. Through documentation, preservation, Community Engagement, and adaptation of Modern technologies can serve as key factors for safeguarding Indigenous knowledge (Kaur, 2023).

The article "Perspective Chapter: Digitalization of Museums and Academic Benefits for Tourists (Slemani Museum as Case) examines the advancement of digitization in museums that can enhance accessibility and promote cultural heritage information to researchers and general users. By analysing the Slemani Museum's digitization efforts, it was found that Digital

preservation can safeguard the artifacts and cultural materials from physical deterioration and loss. Digital platforms help in disseminating museum information and knowledge worldwide. Digitization opens the opportunity for collaboration and can facilitate both local and global communities by creating interactive educational programs (Ahmed, 2024).

The research paper “Cultural Communication in Museums: A Perspective of the Visitors' Experience” provides diverse perspectives and methodologies for museums to enhance user engagement. The study centres on the Nan Song Deshou Palace Relics Site Museum in Hangzhou, China, utilizing on-site surveys and in-depth interviews to gather data. The analysis says visitors can be motivated to visit museums by knowledge exploration, social interaction, and psychological restoration. Inadequate promotion and communication efforts are the challenges for museums to engage users, so creative cultural products and services can interconnect users and museums. This study recommended that staff training, effective promotion, and offering user-needed products can enhance user engagement (Li P.,2024).

The National Museum of Asian Art was the Smithsonian's first art museum (*ArtLens Gallery*, n.d.). It is unique because it is free and open to the public 364 days a year, making its exhibitions, programs, learning opportunities, and digital initiatives accessible to global audiences. Its digital strategic plan provides a comprehensive idea about integrating digital technology to enhance user engagement. This museum focuses on encouraging interaction with local and global audiences in person and online. Its core values are providing orientations, to stay the forefront of digital engagement, and creating multilayered and interactive experiences to foster active learning. This museum also included budget and resources to support digital initiatives and include key positions for emerging media (National Museum of Asian Art, 2023).

ArtLens Gallery is a comprehensive project of the Cleveland Museum of Art, that provides an innovative experience to look closer, dive deeper, and have fun discovering the museum collection using digital technology (Cleveland Museum of Art, n.d.). This gallery offers Gesture-based games, a digital studio to create your own art, and a Mobile App to provide personalized tour information to enhance the on-site experience.

The blog “Digital Engagement Strategies for the 21st Century Museum” suggests finding ways to engage millennials. The advantage of digital technology is it can enhance the museum experience by providing inclusive access to a wide range of audiences. Some museum has fragile, huge objects that are difficult to display. Through digital archives, museums can create high-

resolution images and provide metadata for the users. Through mobile apps and AR/VR technology, museums can engage visitors (Saha,2022).

The availability of articles on User Engagement strategies for museums is limited, so this research analyses some museums' websites to determine the strategic plan to be designed.

### **3. Statement of the Problem and Study Objectives**

In the digital age, cultural institutions such as museums are experiencing a paradigm shift in how they preserve, present, and promote knowledge. The Odisha State Tribal Museum serves as a vital repository of indigenous knowledge and cultural heritage, but faces challenges in effectively engaging users—both onsite and online. Despite housing rich ethnographic collections that represent the diverse tribal communities of Odisha, the museum's traditional methods of exhibition, communication, and interpretation often fail to resonate with contemporary audiences who increasingly rely on digital platforms for information and interaction.

The problem lies in the limited integration of digital technologies and participatory strategies to enhance user engagement with indigenous knowledge. Visitors, especially younger generations and global audiences, seek interactive, immersive, and accessible experiences that traditional museum practices do not fully provide. Moreover, the lack of digital documentation, online visibility, and user-centric engagement strategies has restricted the museum's potential to act as a dynamic learning space and as a bridge between tribal heritage and modern society.

Therefore, there is a pressing need to explore and identify strategies through which the Odisha State Tribal Museum can leverage digital tools and engagement frameworks to promote indigenous knowledge more effectively. This study aims to address how digital transformation can be harnessed to enhance user engagement, expand access, and sustain cultural continuity in the evolving information landscape.

#### **3.1 Objectives**

The study objectives are –

- To explore the collections and services of Odisha State Tribal Museum
- To understand the role of Odisha State Tribal Museum in preserving and promoting Indigenous Knowledge of Odisha's tribal community
- To identify the best practices used by Odisha State Tribal Museum for creating an exclusive User Engagement activity
- To suggest strategies for the museum to create a future-ready and interactive User Engagement.

#### **4. Research Methodology**

The study adopts a qualitative case study to explore the collection, representation, classification, and services of this museum. By integrating the comprehensive website analysis and physical observation, the study offers understanding of the multifocal efforts of Odisha State Tribal Museum performs to preserve the Indigenous Knowledge of Odisha's tribal community. To enhance the depth and authenticity of the findings, structured interaction and discussion with Odisha State Tribal Museum professionals, this research identifies the best practices used here for creating an exclusive User engagement activity. Furthermore, through an extensive article reviews, the paper informs some actionable insights for the museum to create a future-ready and interactive User Engagement.

Therefore, drawing on these multiple sources of evidence, the present research not only evaluates the existing practices but also proposes a set of actionable recommendations aimed at strengthening the museum's capacity to deliver innovative, inclusive, and future-ready user engagement initiatives.

#### **5. Objective-wise Analysis and Interpretation**

- ***To explore the collections and services of Odisha State Tribal Museum***

In 1953 Odisha State Tribal Museum was established in the capital city of Odisha, Bhubaneswar, with the concept of "Museum of Man". Initially, it was a single hall exhibition, but in 2001, the Museum building was inaugurated within the campus of the Schedule castes & Scheduled Tribes Research and Training Institution's (SCSTRTI) campus with several artifacts. This has become an integral part of the Institute. The Museum already has an international reputation, and it has been placed in the World Tourist Map by UNESCO in the year 2018 (Odisha State Tribal Museum et al., 2019). SCSTRTI says Odisha has the unique distinction of having 64 different tribal communities. This museum is considered the hub of anthropological knowledge and India's best Tribal Museum, among others. It is a living museum that displays the livelihoods and cultural beliefs of 13 Particularly Vulnerable Tribal Communities of Odisha.

##### **Main Gallery-**

- The main resources of this museum are exhibited in 5 different galleries. The five display galleries are categorized under 5 broad divisions, like-

**Table – 1***Details about the main galleries and their holdings*

<b>Gallery Number</b>	<b>Gallery Name</b>	<b>Resources</b>
<b>Gallery 1</b>	Personal Adornment	bangle, armband, anklet, necklace, earring, toe ring, finger ring, waist chain and neck band etc.
<b>Gallery 2</b>	Textiles, Personal Belongings, Art and Crafts	handcrafted combs, smoking pipes, wine pipe, purses, traditional paintings and beautiful examples of bamboo and paddy craft etc
<b>Gallery 3</b>	Hunting & Fishing Implements & Weapons of Offense and Defence	Bow and Arrow, Fishing trap, traditional Knife, Sword, Axe, bird traps, fishing storage baskets, and Spear etc.
<b>Gallery 4</b>	Household Objects and Agricultural Implements	Straw collector, Ladle, Plough, Leveler, Sickle, Knife, Hoe, Spade, Carrying pole, Husking lever, Rope and Sling, Cow bell and Utensil etc
<b>Gallery 5</b>	Dance, Musical Instruments and Dhokra Items	Changu, Blow instrument, String instrument, Clapper, Flute, Stick instrument, Dance costume

Source - <https://www.ostm.in/galleries/>

- The collections of each gallery are again subdivided and marked with a section name. Each section's objects are displayed with a title card or placard mentioning the artifact's name, place of collection, and which tribe it belongs to (Shown in Figure 1, given below).

*Figure 1: Placard*

- This museum also indicated the GI certificate near the respective objects to mark the significance (Shown in Figure 2 given below).

*Figure 2: GI certificate*



- Each section has an interactive Kiosk to explain the tribes and their belongings in Hindi, English, and Odia.
- To visually immerse the user, the first gallery uses Virtual Reality.
- In the courtyard of the main building, a replica of 14 tribal shrines honoring spirits, gods, and goddesses is built. These are designed like the ones the tribal community followed in their places.

### **Special Gallery - PVTG World**

This gallery is dedicated to the 13 particularly Vulnerable Tribal Community of Odisha. With 3D figures, this gallery houses a colorful combination of dioramas to represent a scene of the 13 vulnerable tribal groups' lives and cultures. Near each diorama, a kiosk is installed to brief visitors about the respective tribal life, festivals, agriculture, clothes, garments, etc.

A piece of information about each diorama has also been written to know about the origin, housing pattern, livelihood, festival, etc (Shown in Figure -3, given below).

*Figure -3: Dioramas inside PVTG- Gallery*

#### **Mini Theatre –**

This room has an audio-video system, comfortable seats, and advanced projection that runs the tribal story, festivals, celebrations, etc. in specific intervals. This displays the narratives, dance, music, attire, and folktales of tribes.

#### **Outdoor Exhibition - Tribal Huts**

7 tribal huts are recreated with the traditional demarcations of living, dining, cooking, praying areas, etc. These traditional dwellings contain a collection of household, agriculture, and hunting equipment. These huts are designed with the exact house architecture, paintings, and pieces of equipment used by the tribal communities.

#### **Herbal Garden**

In the premises of the museum, around 300 medicinal plants are grown to introduce the visitors to the herbal remedies of Odisha's tribal communities.

- ***To understand the role of Odisha State Tribal Museum in preserving and promoting Indigenous Knowledge of Odisha's tribal community***

This museum is a living repository of tribal heritage, practices, oral history, and art forms. This museum not only houses the tribal collection but also preserves and promotes the Indigenous knowledge of the Odisha Tribal Community uniquely.

- **Display of tribal Artifacts –**

The extensive collection of tribal artifacts, agricultural tools, hunting weapons, musical instruments, and household items gives a piece of practical knowledge and craftsmanship of tribal groups. It shows the ecological wisdom, natural resource management, and techniques for the survival of tribal groups.

- **Oral Tradition and Folklore –**

The Interactive Kiosk transmits the folk tales, songs, music, and rituals of the tribal community. The PVTG hall and mini theatre's recordings showcase the tribal myths, traditions, and festivals, helping to make the knowledge accessible to a broader audience.

- Tribal Art and Handicrafts –  
This museum actively promotes the tribal arts, paintings, and crafts of the tribal community. The 7 tribal huts show the paintings the respected tribes do on their walls, and it indicates the knowledge of tribal art form. The included objects in their painting have their significance. The artistic expression carries a symbolic meaning of tribal cosmology, history, and rituals. This exhibition supports the researcher and the users to know the tribal practices.
- Cultural Performances – This museum throughout the year organizes different programs to display and promote tribal culture.
  - National Tribal Crafts Mela – This is a national-level collaboration platform for the artisans from the tribal community to showcase and sell their crafts and interact with each other to adapt to modern demands.
  - Adivasi Mela – Every year, this festival continues from the 26<sup>th</sup> of January to the 9<sup>th</sup> of February. It draws together the tribal communities from the states to showcase their diverse crafts, arts, agricultural products, culinary delights, dances, and music.
  - National tribal Dance Festivals – To celebrate tribal dance, music, and culture, ST & SC Development Department, the Government of Odisha, and the Ministry of Tribal Affairs, GOI in collaboration with IGRMS, Bhopal organize this festival.
  - Live Craft Demo – Artists from the Tribal community work in this museum to show the technique, artisan works, and tribal skills throughout the year.
- ***To identify the best practices used by the Odisha State Tribal Museum for creating an exclusive User Engagement activity***  
Best practices are adopted to improve efficiency, long-term access, and engagement of users in any organization. This museum has adopted several user engagement practices for accessibility, interaction, and cultural appreciation. These practices ensure the effective and valued communication of tribal Indigenous knowledge.
  - Hosting Cultural Events and Seasonal Tribal Festivals– The cultural Events not only offer the students, researchers, and tourists a firsthand experience of Tribal music and dance but also attract a large group of users to explore Odisha’s vibrant tribal traditions. The benefits of hosting the seasonal tribal festival are to recreate the authentic ambiance of tribal celebration and to feature the traditional food and ritual. That makes the museum a cultural hub.

- Organising Educational Engagement Programs - This museum organizes educational conferences like “First Odia Language Conferences”, and training programs to familiarize the members with the rights, laws, and development plan for the tribal community. Summer camp organized by this museum in collaboration with SCSTRTI helps the school students to engage in learning about tribe’s paintings. During International Museum Day this library hosts quiz competition to aware the student and to engage them in exploring tribal knowledge.
- Publication and Facilitation- SCSTRTI published books, newsletters, and, magazines to add significant contributions to tribal knowledge. Apart from awarding the winner of different competitions organize by OSTM, it also felicitates the researcher, and applicant whose contributions played a crucial role in GI registration of tribal identity with their research.
- Collaborating with researchers and communities- Through Education workshop museum organize special lecture and interactive discussion among the students, experts and artisans to deepen the understanding of indigenous knowledge. Museum also produces a Newsletter quarterly with the activities, workshops, celebrations, etc. This Newsletter also shows the footfall of visitors during the respective month.
- Educational and Digital initiatives – This museum makes the tribal knowledge available to the visitors through a guided tour, virtual exhibition, and audio-video documentaries in English, Hindi, and Odia that help both native and foreign visitors understand this. This practice helps in increasing user visits and active engagement. The publications by SCSTRTI are also digitally available on its website and repository – <https://repository.tribal.gov.in>.
- Tribal Food Court and Souvenir Shop – As these days the use of millet is increasing as it is nutritional for human beings. And millet is mainly produced by the tribal community. This museum introduces visitors to the traditional tribal cuisines. Koraput Coffee which has got the GI tag is also the main attraction of this place which attracts the users to visit the museum and enjoy this.
- QR Code Integration- The QR code marked near the displayed tribal objects provides a piece of quick information to the user for their better understanding. This makes the users or visitors enthusiastic about the tribal knowledge.

- Virtual Museum Experience- The OSTM on its website has provided a virtual tour of the galleries and the entire museum. It also provided some short YouTube videos on the Art and Craft of Dharua Textiles, Rope making, Saora paintings, etc.
- Hands-on-Craft Demonstration- Live workshop on tribal crafts, weaving, and painting draws the user's attention and allows direct interaction between the artisans and visitors. This promotes Indigenous Knowledge by engaging both tribal and non-tribal visitors.
- Easy location and Equal accessibility – A guided map is hung outside the museum to help users to discover and locate the exhibition places. The Museum has a wheelchair facility and Solar vehicles to help the needy and to provide access to every user.
- ***To suggest strategies for the museum to create a future-ready and interactive User Engagement.***

User engagement in museums enhances learning, participation, and footfall. Active participation, Hands-on activities, digital tours, and live artistic demonstrations increase the user engagement in the museum. Still, strategic planning needs to be developed and reviewed to engage more users. The strategies should be developed at each step, like collection, selection, display, service, and promotion. The researcher, after observation and discussion with the museum staff, designed the following strategy for a museum to increase museum engagement.

Before implementing the user engagement strategy, the museum should identify the key factors to ensure success. Identifying key factors helps align strategies with the museum's goal and vision.

- **Key factors to be focused on before planning for user engagement strategy –**



**Figure 4:** Key factors to be focused on before planning for user engagement strategy

- Define the museum's goals and objectives of the museum – Though the museum is meant for preservation and promotion, the modern museum has enlarged its mission and goals. So, a well-defined objective will ensure the museum's efficient allocation of resources and museum efforts for engaging users.
- Benchmarking the best practices – Learn from other successful museums' best practices, technology, and services to adopt a proven strategy
- Evaluation of existing resources and services – Evaluate the exhibition layout to find the loopholes. Check the physical space and digital availability for the new installation. Match the resources with the museum's goal and vision and list what more needs to be added.
- Ensure the funding – Evaluate the existing budget and plan for new allocation before implementing a new strategy. Either collaborate with government agencies or international associations for funding.

- Staffing and training – The curation of museum material is the main aspect that directly affects the goal and vision of the museum. Like a curator for resources, an expert needs to be appointed to handle digital tools and visitor engagement activities, and keep track of user engagement and their usage. Regular staff training should be included in the strategic plan for user engagement to enhance its effectiveness.
- Plan for long-term and sustainable strategy – Create a relevant engagement strategy that will remain engaging over time.
- **Key factors to be focused on after implementing the user engagement strategy –**



**Figure 5:** *Key factors to be focused on after implementing user engagement strategy*

- Monitor – To check the status of the applied user engagement strategy, Evaluate the footfall and user demography. Track the time spent at which exhibition. Find out which strategy meets the goal, and which one needs to be improved.
- Reviews – Conduct periodic performance reviews to experiment with and update innovative strategies for user engagement. Do user surveys,

and interviews and collect feedback physically and digitally to know the user experience and identify the gap.

- Marketing and campaigns – This is the age of social media platforms to highlight and promote the museum collection. Continuous social media engagement through blogs, short videos, and posts by museums, can drag the attention of users.
- Educational and Entertainment programs – The museum on special days should organize mini quizzes or trivial competitions to engage scholars and school students. Conferences and seminars on the collections of the museum will enhance the research and engage the scholars to explore indigenous knowledge.
- Cultural Events- Organize theme-based festivals, expert talks, and artistic workshops to increase user visits. Interactive challenges on digital platforms also can enhance user engagement.

## 6. Discussion and Conclusion

This research highlights the potential of the Odisha State Tribal Museum to promote tribal Indigenous knowledge and the importance of integrating digital tools with Indigenous knowledge systems to redefine user engagement. Technology-driven innovations, multilingual and interactive kiosks, the use of virtual tools, and the adoption of relevant, ready-made strategies can increase user visits and enhance engagement.

Museums are often regarded merely as places to visit; however, like libraries, they are valuable repositories of knowledge. The museum should emphasize its role in safeguarding Indigenous knowledge and explore opportunities to contribute to research initiatives, providing users with meaningful avenues for engagement. It should also seek funding from government and non-governmental agencies to implement innovative technological solutions.

Furthermore, researchers working in the field of Indigenous knowledge should focus on developing ontologies for specific knowledge domains before such knowledge is lost. The museum must also prioritize the preservation of tacit knowledge, which will encourage users to learn about and connect with Indigenous traditional wisdom.

## 7. Key Takeaways from the Study

After the above-discussed points, the key takeaways from the study can be as follows:

- a) **Bridging Tradition and Technology:** The Odisha State Tribal Museum holds immense potential to serve as a bridge between Indigenous tribal

- knowledge and digital innovation, ensuring cultural preservation through modern platforms.
- b) **Enhancing User Engagement:** Interactive and technology-enabled approaches—such as virtual tours, multilingual kiosks, and immersive digital displays—can significantly improve user participation and learning experiences.
  - c) **Reconceptualizing the Museum’s Role:** Museums should be viewed not merely as places of visit but as dynamic knowledge hubs that actively promote Indigenous learning, research, and cultural dialogue.
  - d) **Integration of Digital Strategies:** The incorporation of digital storytelling, virtual reality (VR), augmented reality (AR), and online exhibitions can enhance accessibility and foster deeper connections with diverse audiences.
  - e) **Funding and Collaboration Opportunities:** Sustainable implementation of digital initiatives requires financial support from government, non-governmental, and international cultural agencies, alongside academic and community collaboration.
  - f) **Preservation of Tacit Knowledge:** Beyond material artifacts, documenting and preserving oral traditions, practices, and community experiences is crucial for safeguarding Indigenous knowledge systems.
  - g) **Development of Indigenous Knowledge Ontologies:** Researchers need to work on structuring and classifying Indigenous knowledge through ontological frameworks to prevent its loss and ensure its integration into digital archives.
  - h) **Empowering Local Communities:** Active participation of tribal communities in museum activities and digital projects can empower them as co-creators and custodians of their heritage.
  - i) **Educational and Research Implications:** The museum can evolve into a resourceful center for scholars, students, and policymakers interested in Indigenous studies, cultural heritage, and digital humanities.
  - j) **Future Vision:** By embracing digital transformation responsibly, the Odisha State Tribal Museum can become a model institution for preserving, promoting, and engaging with Indigenous knowledge in the digital era.

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