Conclusion

In India the concept of today's model of museum has come in the beginning of the 19th Century with the establishment of the Indian Museum in Kolkata in 1814. At that time emphasis was mainly given on collection of objects from various sources and its display forming different galleries. During this period only a selected group of people visited museums on their interest. They were mainly art lovers, scholars and people who had in-depth knowledge in the subjects of exhibits. At that period museums though open to public but very poor number of laymen or common people usually visited museums. A long time had gone to change this scenario. Within the first hundred years about hundred museums were established throughout India to house huge number of objects excavated and collected from different parts of India and South Asia.

After the two World Wars museum authorities decided to give emphasis on proper display of exhibits, giving appropriate labels display aids etc. Since the establishment of the International Council of Museums in 1947, a revolution has come in the field of museum. After Independence of India in 1947, museums were started appointing guides to help common people so that they can understand exhibits and help them to explore the history, art, culture, science and technology, hidden in those exhibits. Since then the concept of dissemination of information has come in Indian museums. News regarding new acquisition and expansion of museums published in various newspapers had started drawing attention of common people regarding museums. As a result common people were slowly getting acquaint with the concept of the museum. Museums at that time were getting popularity among general people as 'Ajab Ghar' or 'A house of Wonder'.

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During the 80s concept of the public relations was getting importance in the museums of the western countries and its impact was felt in Indian museums too. Few big museums then initiated to do something for reaching close to visitors and common people by serving them as per requirement of society, in addition to exhibition of objects. These museums were then started preparing school loan kits, replica of objects etc. and decided to send mobile exhibitions to villages of nearby areas. Initiative on temporary exhibitions, publishing literature etc. were taken by few museums like Indian Museum in Kolkata, National Museum in New Delhi, Chhatrapati Shivaji Maharaj Vastu Sangrahalaya in Mumbai, Salarjung Museum in Hyderabad and museums under the National Council of Science Museums etc. Through such efforts these museums were managed to get popularity in India and till today a large number of people including foreigners visit these museums. Other than these museums majority of the remaining museums like museums in semi-urban and rural areas and many archaeological museums remain unchanged as a display house of wonders. As a result in course of time these museums become visitor less. Though having huge resources a very few number of people, mainly researchers visit these museums. In today's fast moving technology influenced society, these museums are loosing their attractiveness to common people day by day and remain as a store house of objects only and wait for visitors for long time.

Today in India, three categories of museums are found. The first category is of those museums that dedicatedly working for visitors, have exhibited huge number of objects with various display aids, so that visitors can understand every aspects of the exhibits. These museums perform seminars, lectures, workshops, cultural programmes etc. to inform various related aspects of our material and non-material evidences present in the museum to common people. They send travelling and mobile exhibitions to serve distant people and assist students by providing all sorts of information that they want. To aware people about activities these museums are giving advertisements in local newspapers, hoarding, giving posters, banners, sending invitation cards to selected target people and also providing information through television and websites.
These museums have understood that without informing people about what these museums are doing for the interest of people, they will never come to visit museum, not participate in the activities and will not avail services that are arranged for them. This type of initiatives is seen in big, popular or renowned museums of India. It is found that a large number of people visit in such museums, sometimes in average of 950 (approx.) people per day in a year. Their popularity in the society as likes as any popular entertainment parks, zoological gardens and big libraries of the country. All this achievement is because of their public friendly activities, public relations and mainly due to dissemination of information to target visitors, at correct time and through correct media. It can be said that these museums are surviving in the way a museum is defined. But the percentage of such museums in India is less than ten percent (10%).

The second category of the museums in India is those that though displayed their exhibits well, performing many things but do not getting adequate turn up in terms of visitors and revenue earning. Visitors are not found satisfactory in those museums as they could not get any interesting and important information that can enrich their knowledge and give entertainment and as a result they are hardly coming twice in the same museums. Difference between the first and the second category of museums is the communication gap between the exhibits and visitors, museum's activities and its target users. Only solution is to inform target visitors to attract and convince them in visiting museum for getting knowledge and entertainment as well as to assist visitors by providing those information that is useful to them, that help them to understand every exhibits in the museum and enjoy different services as well as generate interest for visiting again.

The third category of museums is much in number in India. These museums only display their objects with labels only. No other service is provided by these museums except exhibition of objects. Information about exhibits is only delivering through labels. As a result very poor number of visitors come to these museums and sometimes such museums wait for a long time for a visitor.
Studying these scenarios of Indian museums it is revealed that reluctance of society towards museums is only because they do not know anything about museums. On the other hand museums also do not know how they can utilize their huge resource for the use of society so that people will come to museum, avail museum's various services specially designed for people. This intercommunication is very much essential for museums to earn good image, popularity and revenue that ultimately need museums for surviving successfully. Without visitors museums may survive but they will exist as a storehouse, but not as a museum. Since, museum is defined as an institution for the service of society that open to public, acquires, conserves, researches, communicates and exhibits, for purposes of study, education and enjoyment, material evidence of people and their environment.

In this Thesis, thus a sincere effort has been taken to study the present scenario of information dissemination in Indian museums to find out the reasons behind the dissatisfaction of visitors in museums and their poor number that threatened large number of Indian museums to survive successfully today. To overcome this situation researches has been done to find out those modes of information dissemination that can help museum to reach to common people, user institutions like educational institutions, cultural centres, travelling agencies, department of tourism, social organisation and other museums to inform them about what the museum has arranged for them and to convince its utility in their life, attract them so that they take the benefits of museum's services in time. Various surveys have been done in this regard on the general people, students, visitors and teachers to know their opinion about museums. Discussions are also made with large number of museum authorities in this regard and it is found positive that all of them understand the necessity of information dissemination for the successful survivability of museums in India today. All conclusions of these surveys are given in the respective chapters of this Thesis to establish the necessity of Museum Information Service in Indian museums.
A plan for developing the Information Service in Indian museums is given in this Thesis. It is believed that it will guide in developing the Information Service to help visitors and to reach target people. But developing the service in Indian museums today, is not an easy job because most of these museums have number of problems like excessive financial crisis, administrative problems, poor number of staff and experts, poor infrastructure and poor image in society. Museums have to overcome all these barriers first. Discussions are made with different museum authorities, management and marketing consultants and information technologists to find out the probable solutions of these problems. All these are given in this Thesis. It is believed that these suggestions will definitely help museums to overcome barriers and museums can be able to provide Information Service to visitors, users, target people and institutions.

It is obvious that without proper management of information museum can not be able to serve information and provide this service. Thus, research has also been done on the management of information and its service so that museum can manage its ocean full information systematically, can give access to the selected groups, retrieve information instantly and take utmost security of information, which is the prime necessity today. It is found that museums have number of competitors that drawing more and more visitors towards them. To keep people in confidence, museums need to market itself and its services properly. This needs marketing of information regarding museums and its services to attract target groups. In this Thesis, various aspects of marketing of information service is given that can guide museums in reaching target people and earn revenue.

It can be concluded that museum is the live exposition of information in form of exhibits and activities. Without the informative exhibits and activities museums will resemble as the house of junks of several thousands years. Today, museums needs an Information Service that is properly managed and well marketed in society so that informed people can visit museum in time, avail its various services, get knowledge and entertainment and help museums to survive successfully today.