Preface

Information Service has the power to place an institution in the top of its popularity because information is the doubtless demand of this century. It is very hard to realize that having infinite information resources regarding our History, Art, Science, Technology and rich Cultural Heritage, Indian museums are not being able to gain popularity in our society till today. Many Indian museums are already closed and many are in verge of closing due to very poor number of visitor and even no visitors for long time. One of the reasons behind this situation is the silent attitude of Indian museums that has restricted museums to reach among common people. The time has come to realize every museum authorities that no organization can live in an 'Island of Isolation'; everyone has to speak about itself to survive successfully along with other similar organizations.

In this present scenario of Indian museums, an attempt has been made to establish the necessity of Information Service in museums of India today. The research has been done in more than hundred museums and monuments throughout India to study the reasons behind the dissatisfaction of people as well as their information demand from museums and problems from museums' side in supplying and managing information. Assessing the entire circumstances, it is instituted that an Information Service supported by strong management and marketing strategies can help an Indian museum in better functioning and surviving successfully as a public service institution. The service has the ability to reach target people that in turn can increase the number of users, visitors and tourists in a museum. It is expected that the service can earn good image and popularity of museum in society, overcoming all the barriers.

As the concept of Information Service in the field of museum in India is new, whatever proposals have been given in the Thesis, are fully based on the present situations and capabilities of Indian museums. I offer my sincere regrets for overlooking any aspects related to my research work. I want to express my deep repent for any unintentional mistake.