Introduction

Museum is an institution in the service of society and its development. It is the ethical guardian as well as owner of country's heritage. Museum is not only established for acquisition, storage, preservation and display of objects of past but also for education, research, entertainment and dissemination of information, which are hidden in its objects, for public's benefit and to preserve them in people's mind for generation after generation.

Over hundred museums of India that are randomly surveyed for the research purpose, it is found that 85% (approximate) of them only display and store objects of the past. There is no provision to know more about the information related to objects due to poor resource management and lack of an organized information service. This disheartens many visitors to visit museums, since they first come to see the treasure and then want to enrich themselves about the material evidences. It is also found that maximum museum visitors do not want to know about these valuable assets of the country due to lack of any attraction and interest that are developed in them by the monotonous way of presentation of museum exhibits.

Museums are not only for elite people, educated persons and researchers, who can explore museum objects by themselves for their requirements. Museum belongs to every body and exists to serve general people. It is therefore the duty of all museums to present information related to their objects, to everyone in form of entertainment so that people get interest and know about their country's heritage. Moreover it is essential to inform target visitors positively at appropriate moment, so that at right time they can be aware of museum's activities and be prepared mentally to visit museums.