

MARKETING OF SCIENCE FOR PUBLIC UNDERSTANDING

HEM SHANKER RAY*

It is well accepted that sincere efforts need to be made to enhance public understanding of science. This is necessary not only for intellectual fulfillment but also for positive gains for individuals and society and national prosperity. There must be planned programs to achieve this. This article discusses the subject in some detail. It explains the meanings of the key words in the title of this write-up and outlines how different segments of the society need to be approached for better marketing of science. There is also a discussion of various recommendations that have been made by scientific bodies and some individual scientists who want better public understanding of science.
