

CHALLENGES OF PRESENTING SCIENCE TO PUBLIC – CREATIVITY AND RESEARCH AND DEVELOPMENT

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Albeit ubiquitous, challenges for taking science to people and making people for science are galore. However, in today's knowledge-based society science centres and science museums effectively play intermediary roles to bridge the communication gap between the scientist and the general public. Due to recent technological advancement, this sector provides an inclusive and informal science learning platform for stakeholders with plethora of technological gizmos. Central Research & Training Laboratory of NCSM spearheads these activities for public engagement of science as R&D hub and HRD nursery while addressing the current issues of communicating science to the public.
