



Government of India

Sci. Media Research



Science Media Research Initiatives

Preamble

In order to cope with increasing pace of generation of scientific knowledge and the rising gaps in its effective utilization in handling the complexities of common man's life, it is imperative to intensify science communication efforts through innovative steps. In order to strengthen *Science Media* NCSTC needs to innovate, augment, synergize and harness research in keeping with the emerging trends like transdisciplinary imaging & science media including eco media, geo media, cloud media, computational media, etc.

Approach

In order to catalyze the culture of research in Science Media, we need to support

- Innovative Sci-Media research, including research on future of science literature, media & magazines
- Research Modules for existing/new popular science magazines/publication/translations and pilot publication runs of the research enriched versions so as to assess the impact, especially on youth, and defining the innovative models for replication &/or scale up
- “Lead Institutions” for piloting ‘Science Media Research- *Incubation & Learning Exchanges*’ (ILE), so that path-breaking innovative concepts & researches are nurtured and shared especially for young practitioners in science media. The successful models may be then considered for upgradation as Science Media Centres.



Science Multi Media

Innovate,
incubate,
research,
informalize &
spread
the messages of
science with
common man,
science media
practitioners,
scientists and
future scientists !

Thrust Areas

The Committee of Experts (CoE) for the programme has recommended following thrust areas for the initiatives-

Environmental Health Sciences
Public Health- Medicine Sciences
Food –Biosciences-Agricultural Sciences
Energy Science and Technology
Information Sciences
Science Fiction
Computational Media
Animation & Gamification for Scientific Literacy & Temper

Monitoring & Review

The physical & financial progress and technical content is closely monitored. Online submissions of pdf files of Six-monthly Progress Reports and Project Completion Report are required in the prescribed formats. NCSTC and its nominated experts mentor the implementation. On-site reviews/Group Reviews/Evaluations of final outcome are invoked with annual, interim/need based & end line periodicity. Satisfactory utilization of funds for the approved purposes, delivery against objectives (original/modified) and compliance to the terms & conditions of grant-in-aid, & release of next instalment of grant are interlinked. Guidelines & format for submission of proposals are available under NCSTC section of DST website.

Contact Us

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