

## **Office of PSA to hold science communicator's brain-storming interaction**

A one day brain storming interaction with all stake holders, the government science communication agencies, independent and quasi independent agencies, print and electronic media houses has been scheduled at the Office of the Principal Scientific Advisor to the Government of India.

The session will be chaired by Prof K VijayRaghavan, Principal Scientific Adviser to the Government of India.

The session scheduled on January 27, is being held to draw up a strategy or policy paper for Indian science communication, which will outline how to share the findings and excitement of science, increase appreciation for science and knowledge of a specific issue, influence opinions or behaviors and consider public perspectives by finding common ground.

Science communication is a loosely used term bordering on colloquialism, its power and ability to influence people and policy makers vastly overlooked and under-utilized. Effective science communication is complex and must be learned, for it to become the tool which can place science at the national center stage, bringing visibility and support from both public and policy makers. Indian science communication system is in its infancy and mostly fragmented and confined to independent groups, who have been partially successful in raising support from government and philanthropy. All these efforts and the support for the efforts are sub-optimal, and it is important for increased and sustained support for science communication from the government, media houses and other private organisations.

Keeping these things in mind the session is being organised for a better understanding of science communication, awareness, staffing, coordination between scientists, communicators practitioners and work out incentives needed, which would definitely help defining the next steps forward.