



INSTITUTE SEMINAR

3RD NOVEMBER, 2017 | 04:00PM | SILVER JUBILEE HALL



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TITLE

Communication engagement to proliferate Science and Technology to wider target audience

ABSTRACT

Communicating science is important to make the public understand the relevance of scientific research, trigger interest in it and relate it to day to day life. The present talk will highlight the initiatives taken by Vigyan Prasar on S&T communication at national level and its inclusive approach to reach out to the different tiers of society including the grassroot workers.

The presentation will also deliberate on collaboration with SN Bose National Centre for Basic Sciences on communicating basic sciences and on popularizing SN Bose's exemplary work and how the centre will benefit through science communication.