VP/1821/GTCD/TCW/2011
15th September 2011

Announcement of two day brainstorming workshop on "Technology Communication - the Way Ahead" scheduled on September 27-28, 2011 at IIT Delhi

Vigyan Prasar (VP) is a national institution for science & technology communication under the Department of Science and Technology, Govt. of India. Objectives of VP are to take up large-scale science and technology communication tasks/activities, to promote and propagate scientific and rational outlook and to act as a resource-cum-facility centre for S&T communication. Vigyan Prasar has initiated programmes on Technology Communication to promote technology awareness and to develop & disseminate quality resource material (manuals - in print & audio visual forms, exhibitions, books, posters) among stake holders like farmers, rural women, artisans, tribal community and youth.

The Centre for Rural Development & Technology, IIT Delhi is working with the vision "to reach benefits of scientific and technological advancements to the rural sector". Centre's mission includes – "to undertake appropriate teaching, research, information dissemination and outreach related activities and network with other technical institutions, voluntary agencies, government organisations, and village industries, for achieving rural industrialization and improve the quality of life in rural areas".

Vigyan Prasar in collaboration with Centre for Rural Development & Technology and Hindi Cell of IIT Delhi is organising a two day brainstorming workshop "Technology Communication - the Way Ahead". Experts will discuss innovative programmes for effective technology communication and prepare a road map for efficient outreach activities between technology development and end users/stake holders.

Structure of the workshop

- Presentation on technology development and its outreach with stake-holders/end users;
- Identify the focus areas on which technology communication / dissemination is required/needed;
- Discuss the innovative approach for technology dissemination among target groups for capacity building and skill development;
- Highlight barriers in technology communication and possible ways for overcoming these;
- Suggest formats for "Training & Dissemination manuals" as resource material for use by NGOs and field groups.

Expected outcomes from the workshop:

- Themes and content for technology communication manuals (Manuals will be designed, published and disseminated by Vigyan Prasar in collaboration with the expert / institute as a tool of skill development & capacity building among stake holders);
- A plan of action for dissemination & outreach activities;
- Resource material development (films, exhibition, training programmes);
- A road map for technology communication programmes.

Training and Dissemination strategies will be discussed for:

- rural artisans
- small farmers
- tribal people/community
- urban unorganized workers
- rural women

"Technology Communication – the Way Ahead" aims to impact on the following objectives:

- Build capabilities among stake holders
- Improve their access to technical options and knowledge
- Promote their influence on the socio-economic and institutional systems for innovation and use of technology
- Improve decision making on choice and use of technologies
- Promote awareness on technologies
- Understand of science and technology involved
- Increase mass participation
- Support a workforce for skill development & capacity building
- Reduce drudgery and improve quality of life through new technologies
- Enhance income generation opportunities
- Help in overall empowerment through science and technology intervention

Workshop Schedule:

Dates: September 27-28, 2011
Time: 10:00 am to 5:00 pm
Venue: IRD Conference Room, 7th floor, IIT main building, IIT Delhi

For more details of the workshop you may write to nkapoor@vigyanprasar.gov.in