

Vigyan Prasar (VP) is an autonomous organization under the Department of Science and Technology, Government of India. It was established in the year 1989.

1. Objective
2. Strategically important tasks; collaborations & synergies
3. Emerging thrust areas
4. Eight major approaches

1. **The objective of VP** is to “promote scientific and rational outlook” amongst stakeholders in all sectors and especially relevant for growth and sustainable development of India. This is aligned with the
  - Scientific Policy Resolution 1958 (New Delhi, 4th March 1958)  
<http://www.dst.gov.in/stsysindia/spr1958.htm>
  - Science and Technology Policy 2003  
<http://www.csir.res.in/external/heads/aboutcsir/Policy2003.htm> &
  - Science Technology & Innovation Policy 2013 <http://www.dst.gov.in/sti-policy-eng.pdf>

The special focus on scientific temper and rational outlook is to help improve preparedness of stakeholders comprehend the scope of appropriate and verifiable action. This has enormous implications for

- Rapid integration of well adapted science / technologies / tools / techniques to initiate and sustain development &
  - Compliance with and leadership in national, regional and multilateral frameworks of development including preventive management as a logical extension of this inclusive approach.
2. **VP fulfils this objective through strategically important tasks** based on in – house thematic and communication expertise and institutional collaborations / synergies. **VP accordingly**
    - i. Delivers appropriate information relevant for stakeholder groups across the country and in response to felt needs. In this process VP
      - a. Functions as a resource-cum-facilitation centre for S&T communication
      - b. Develops research based information and communication modules,
      - c. Builds capacities of science communicators and networks
      - d. Develops and markets software for S&T popularization in many languages
      - e. Uses multiple media / tools including Audio, Video, Radio, TV, Print, Kits etc,
      - f. Assesses appropriateness of communication media / tools & adapts them for local use &
      - g. Undertakes theme – specific nationwide science popularization programmes / campaigns

- ii. Collaborates with national and state level / international institutions through well defined MoUs and other institutional arrangements to deliver information / disseminate modules / build capacities. Some of these institutions include
  - a. Academic: Formal and non – formal systems of education & centres of higher learning
  - b. Research: Autonomous institutions of the Department of Science & Technology & other departments including the Atomic Energy Commission
  - c. Broadcast agencies &
  - d. Publishers.
- ii. Contributes to India's plans including the
  - a. 12<sup>th</sup> 5 – year plan on strategically important aspects of natural resources management / assessments, training and capacity building &
  - b. Development of work plans of multilateral organizations / forums (FAO, UN Global Compact etc).
- 3. **VP is poised to expand its portfolio of thrust areas and partnerships** with leading multilateral institutions in particular. This is based on a growing recognition of present and emerging needs to complement India's initiatives on such important areas as:
  - I. Energy production and consumption
  - II. Agriculture
  - III. Large industry, small, medium and micro enterprises related preventive management
    - a. Cleaner production,
    - b. energy efficiency enhancement,
    - c. emission reduction
    - d. Chemicals substitution with special reference to in industry
  - IV. Climate Change mitigation & adaptation
  - V. Compliance Assistance with respect to multilateral environmental agreements including technical assistance to mainstream appropriate alternatives
  - VI. Public health &
  - VII. Cross cutting aspects including
    - a. Science / technology transfer / demonstration / adaptation / knowledge consolidation & transfer
    - b. Assessments of specific information / training / capacity building needs of stakeholders &
    - c. Policy, Plan, Programme and Project interventions.

Scientists in Vigyan Prasar are encouraged to establish and foster academic, research and project based relationships with national and international institutions / agencies through mutually reinforcing learning and expertise at the national, regional and global levels.

- 4. A snapshot of the nine major approaches adopted by VP historically for Science & Technology Communication:**
  - i. Television and radio based broadcasts through MoUs with**
    - a. All India Radio to broadcast weekly science programmes in 19 Indian languages through 117 radio stations with a footprint of 96% geographical area of India.**
    - b. Doordarshan network, for broadcast of television serials on science and technology.**
    - c. Lok Sabha TV for Cable & satellite based services.**
  - iii. Newsletter**
    - VP's monthly bilingual newsletter / resource package – DREAM 2047, reaches about 60,000 schools, colleges and community leaders/ opinion makers.**
  - iv. Books in Indian languages.**
    - About 20 books are authored almost every year and several are published through leading agencies.**
  - v. National campaigns on natural events / phenomena / “international days” as**
    - a. Solar eclipse,**
    - b. Transit of Venus**
    - c. International year of Planet Earth,**
    - d. Year of biodiversity**
    - e. National year of mathematics etc.**
  - vi. Interactive kits / toys that can be easily adapted for local use, on such themes as biodiversity, astronomy, mathematics etc.**
  - vii. Publications in peer reviewed national and international journals on various aspects of science communication and impacts; science and technology developments / transfer, training and capacity building, empirical evidences and several related aspects in the science / society interface including public policy and planning.**
  - viii. Interactive outreach through hundreds of science clubs across the country &**
  - ix. Handbooks, Worksheets, Websites and other forms of locally adapted development communication / life skills on such aspects as gender equity, health, disaster preparedness etc.**