

Section 1:

Vision, Mission, Objectives and Functions

Vision

Vigyan Prasar would continuously strive to emerge as an institution for capacity building in science and technology communication and as the central node for knowledge resource networks for science dissemination and popularization among people in the country.

Mission

Vigyan Prasar will strive to:

1. Raise scientific and technical literacy in the common people using all media ;
2. Encourage capacity for evidence based decision making in the underprivileged sections of the community including tribal groups, rural women, urban poor, etc.;
3. Encourage amongst youth interest in learning science, technology, engineering and mathematics; and
4. Link scientists and researchers to the community more effectively.

Objectives

- To promote popularization of science and inculcation of scientific temper and to increase interest about science, technology, engineering and mathematics among all segments of the society;

- To promote effective linkages among various institutions, laboratories, museums and other organizations for effective dissemination of Science and Technology;
- To undertake development of communication materials audio, audio-visual, digital, cellular and printed - to enable masses to better understand appreciate scientific practices ;
- To support research work, seminars, exhibitions, popular lectures, discussion, street plays, etc. to improve effective communication and develop capacity for evidence based decision making; and
- To undertake development of instruments, models, training manuals, activity modules and other modes of communication to further these objectives.

Functions

- 1) To provide a platform for Science and Technology Communicators to discuss about the developments in the areas of Science and Technology;
- 2) To organize Symposia, Invited Lectures and Paper Presentations on different topics related and relevant to the objective of the society;
- 3) To hold science awareness program all over the country through State S&T organisation and VIPNET clubs;
- 4) To propagate the latest developments in Science and Technology through publication of Dream 2047, Radio and TV Serials.
- 5) To participate in fairs, exhibitions and other mass forums as well as to develop syndicated features and to contribute periodically to newspapers, magazines and journals in order to disseminate and create awareness of issues of science.
- 6) To undertake design, development and construction of models, exhibits and other relevant instruments of hands-on, visual and mass communication and dissemination of message.
- 7) To acquire any patents or licenses relating to the inventions arising out of work in the society.

Section 2

Inter se priorities among key objectives, success indicators and targets

Objective	Weight	Action	Success Indicator	Unit	Weight	Target/Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
To reach the masses through Audio Visual	40.00	Television programmes	Number of programmes produced	Number	08.0	78	70	62	54	46
		Television programmes dubbed/ produced in regional languages	Number of hours of programmes	Number	05.0	260	234	208	182	156
		Radio programmes in scheduled Indian languages	Number of programme produced	number	17.5	950	850	760	665	570
		Radio programmes in tribal languages	Number of languages	Number	02.5	Two languages	One language	*	*	*
		EduSAT	No of people sensitised	Number	05.0	18,000	16,200	14,400	12,600	10,800
		Transmission of programmes through various channels	Number of hours of telecast	Number	02.0	200	180	160	140	120

Objective	Weight	Action	Success Indicator	Unit	Weight	Target/Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
Field programmes	20.00	Science Clubs	No of clubs formed	Number	03.0	500	450	400	350	300
		Campaigns	No of people reached directly	Number	05.0	50,00,000	45,00,000	40,00,000	35,00,000	30,00,000
		Training and capacity building	No of participants	Number	12.0	3,000	2,700	2,400	2,100	1,800
Development of S&T Communication materials	20.00	News letter and periodicals I. Dream 2047 (monthly), II VIPNET News (monthly), III CLIPSET (Fortnightly)	Timely despatch	Date	08.0	By 26 th of every month	27 th of every month	28 th of every month	29 th of every month	30 th of every month
		Books	No of publications including reprints (H&E)	Number	05.0	20	18	16	14	12
		Books in regional languages`	No of publications including reprints	Number	02.0	20	18	16	14	12
		Kits	No of kits, modules developed	Number	05.0	5	4	3	2	1

Objective	Weight	Action	Success Indicator	Unit	Weight	Target/Criteria Value				
						Excellent	Very Good	Good	Fair	Poor
						100%	90%	80%	70%	60%
New Media	10.00	Portal /website	Currency (periodic updating)	date	03.0	Every day	Thrice a week	Twice a week	Once a week	More than a week
		VP website	Accessibility (% of information on VP's activities provided in website)	%	03.0	90 % (in comparison to what is reported in annual report)	80%	70%	60%	50%
		Digital library	% of books published converted into ebooks and entered in the digital library	%	02.0	100%	90%	80%	70%	60%
		Multimedia CD	Number produced	Number	02.0	5	4	3	2	1
Research & Development in S&T Communication	10.00	Publication	research papers & books	Number	2.0	8	7	6	5	4
			Popular science articles	Number	3	40	30	20	10	5
		Seminar	Number of seminars	Number	7.0	10	9	8	7	6

Service Standard

Sl. No	Main Service	Standard	Documents Required	Person Responsible	Weight
1	Procurement of materials	4 weeks	Request order and evidenced of payment	Registrar	
2	News letter - despatch of	27 th of every month	Request order and evidenced of payment	Sh. R. Nath Scientist - E	
3	Requests related to competition and prizes	8 weeks	Entry as per details on website	Shri Kapil Tripathi, Scientist - D	
4	Registration of Science Club	8 weeks	Details on website & Evidence	Sh. B.K.Tyagi, Scientist - D	
5	Collaboration projects- Screening Peer- evaluation Administration approval	15 days 45 days 45 days	Details on Web postal	Dr. T. V. Venkateshwaran, Scientist - E	

Grievance Redress Mechanism

1. Name and details of public Grievance officer
Mr. Rintu Nath Scientist E Vigyan Prasar ,A-50, Sector 62, Noida-201309 Telephone:0120-2404434 Fax: 0120-2404437 E-mail: rnath@vigyanprasar.gov.in
2. Helpline/website
info@vigyanprasar.gov.in www.vigyanprasar.gov.in

3. Expectation from complainant	
<ul style="list-style-type: none"> a. Provide clear statement of grievance giving full background of officer approached and copies of correspondence. b. Give complete address for mailing, contact phone no. and E-mail address etc. c. Should Provide prompt response to clarification /queries. 	
4. Grievance lodging process	
By hand, post, fax, E-mail and, CPGRAMS.	
5. Timeline for response	
<ul style="list-style-type: none"> a. Acknowledgement b. Interim reply (Part redressal) c. Final reply (Full redressal) 	<ul style="list-style-type: none"> 7 days 1 month 1 month
6. Stake holder	
<ul style="list-style-type: none"> a. Science based voluntary organizations b. Prasar Bharti c. Lok Sabha TV d. Gyan Vani & Gyan Darshan, Film makers e. Institutions, technologist and communicators f. Students and Teachers g. Citizens 	

Section 3

Trend Values of the Success Indicators

Objective	Action	Success Indicator	Unit	Actual value for FY 08/09	Actual value for FY 09/10	Actual value for FY 10/11	Actual Value for FY 11/12	Projected Value for FY 12/13
To reach the masses through Audio Visual	Television programmes	Number of programmes produced	Number	46	48	48	142	86
	Television programmes dubbed/ produced in regional languages	Number of hours of programmes	Number	440	260	380	130	280
	Radio programmes in scheduled Indian languages	Number of programmes produced	Number	988	958	504	602	750
	Radio programmes in tribal languages	Number of languages	Number	-	2	1	1	1
	EduSAT	No of people sensitised	Number	5000	8000	500	13500	18,000
	Transmission of programmes through various channels	Number of hours of telecast	Number	486	308	428	338	366

Objective	Action	Success Indicator	Unit	Actual value for FY 08/09	Actual value for FY 09/10	Actual value for FY 10/11	Actual Value for FY 11/12	Projected Value for FY 12/13
Field programmes	Science Clubs	No of clubs formed	Number	10,000	10,300	10,600	11,500	12,500
	Campaigns	No of people reached directly/ indirectly	Number	45,00000	50,00000	50,00000	46,00000	50,00000
	Training and capacity building	No of participants	Number	2850	2900	2900	3000	3000
Development of S&T Communication materials	News letter and periodicals	Timely despatch	Date	By 26 of every month	By 26 of every month	By 26 of every month	By 26 of every month	By 26 of every month
	Books	No of publications including reprints (H&E)	Number	36	20	18	20	20
	Kits	No of kits, modules etc developed / improved	Number	4	4	5	4	5

Objective	Action	Success Indicator	Unit	Actual Value for FY 08/09	Actual value for FY 09/10	Actual value for FY 10/11	Actual Value for FY 11/12	Projected Value for FY 12/13
New Media	Portal /website	Currency (periodic updating)	date	Every working day	Every working day	Every working day	Every Working day	Every working day
	VP website	Accessibility (% of information on VP's activities provided in website)	%	80	90	90	90	90
	Digital library	% of books published converted into e-books and entered in the digital library	%	80	80	90	100	100
	Multimedia CD	Number produced	Number	5	5	2	5	5
Research & Development in S&T Communication	Publication	Research papers & books	Number	9	7	9	8	8
		Popular science articles	Number	35	35	37	40	50
	Seminar	Number of seminars	Number	4	4	7	10	10

Section 4

Description and definition of success indicators and proposed measurement methodology

Vigyan Prasar, national institute for science and technology communication, is a national resource-cum-training facility. Key objective is development of science communication software on various themes and topics. These entail development, production and dissemination of science communication software products such as books, television and radio programmes, posters, CDs and activity kits. Therefore essentially specified and number based quantitative targets have been selected as regards development of software and reach of the software. In certain areas timely despatch and updation of websites are the key and hence appropriate time targets have been opted. In each training programme (workshop feedback form is circulated among the participants to ascertain the effectiveness the training programme. Experts committees are constituted to examine the merits of activities undertaken by Vigyan Prasar. Publications are being sent to Journals, magazines /newspapers for review. Readers' questions are inserted from time to time in the monthly newsletters seeking readers' views for their improvement. Regular feedbacks are received from the representatives of VIPNET Science Clubs. VP receives large number of responses for its audio/TV programme.

Section 5

Specific performance requirements from other departments

Department	Relevant success indicator	What do you need?	Why do you need?	How much you need?	What happens if you do not get it?
<i>Doordarshan</i> including regional DDKs	No of hours of telecast	Time slots for telecast of programmes	Channel time from broadcaster	330 mts a week	Vital and crucial
Lok Sabha TV	No of hours of telecast	Time slots for telecast of programmes	Channel time from broadcaster	30 mts a week	Vital and crucial
All India Radio	No of hours of broadcast	Time slots for telecast	Largest radio network reaching rural and remote areas	3510 mts every week	Vital and crucial
Science based voluntary agencies	Conduct of training and capacity building programmes and also campaigns	Collaboration/ local organisation	VP is Delhi based organisation and to reach out to various places there is a need for local organisation	Their partnership will increase reach and spread of the activities of VP.	Number, spread and reach will get affected.

Section 6

Outcome/ Impact of activities of department /ministry

Sl. No	Outcome/Impact	Jointly responsible for influencing this outcome/ impact with the following organisation(s)/ departments/ministry(ies)	Success indicator (s)	Unit	2010- 11	2011- 12	2012- 13	2013- 14	2014- 15
1	Scientific awareness generation among masses	National Council for Science and Technology Communication (NCSTC), Other autonomous organisations of DST, National Council for Science Museum (NCSM), NCERT, State S&T Councils, CSIR, Department of Atomic Energy, ICAR, National Institute of Open Schooling, NGOs	Number of people reached	Number (in lakh)	50	55	60	70	80
2	Training human resources	NCSTC, Other autonomous organisations under DST, IIT Kanpur, NCSM, ISRO, Inter-University Centre for Astronomy and Astrophysics (IUCAA)	Number of people trained	number	2850	2900	2900	3000	3000