

## DBT-NCCS reaches out to public and promotes science through IISF 2020

New Delhi, Jan 06: DBT-National Centre for Cell Science (DBT-NCCS) in Pune, an autonomous institute of the Department of Biotechnology (DBT), participated in the India International Science Festival (IISF 2020). The Ministry of Science and Technology and Ministry of Earth Sciences, in association with Vijnana Bharati, have spearheaded this initiative since its inception in 2015. Over the past five years, IISF was organized at various locations in India, including New Delhi, Lucknow, Chennai and Kolkata.

This year, however, was unique, with the COVID situation having presented an unprecedented challenge to organizing such a mega event. However, the Government of India converted this roadblock into an opportunity by leveraging technology to organize the event online. IISF was conducted on a virtual platform this year, from 22<sup>nd</sup> to 25<sup>th</sup> December.



### The DBT-NCCS Virtual booth at the IISF 2020 Science & Technology Mega Expo

DBT-NCCS has been actively participating in the IISF since 2015, by displaying exhibits at the Science & Technology Mega Expo, one of the several components of IISF. The displays have included animal and microbial cell cultures, microscopes, posters, etc. These displays have been very popular over the years, having attracted thousands of people of all age groups and from diverse backgrounds and demographics. This year too, DBT-NCCS displayed exhibits at a virtual booth, which attracted several hundred visitors.

These displays included posters on various topics, such as the research and other activities, services, publications and patents of NCCS, information about how students can join NCCS, the 'Indian Human Microbiome Initiative', the GMP-compliant cell repository being set up at NCCS under the National Biopharma Mission, 'Manav: Human Atlas Initiative' and how people can participate in this project, as well as the latest issue of the annual Hindi magazine of NCCS, 'Meemansa', etc.

Several videos were also displayed in English and Hindi, such as a film on NCCS, the COVID-related initiatives of NCCS, popular science talks by Nobel laureate Dr. Venki Ramakrishnan and by NCCS faculty on the scientific reasons behind the recent sudden change in colour of the Lonar lake water to pink, the microbial friends in the soil, etc.

Several visitors from various parts of India and other countries visited the virtual booth of DBT-NCCS, and viewed as well as downloaded these displays. NCCS representatives also engaged in one-

on-one conversations with visitors to the DBT-NCCS virtual booth at IISF, and responded to their queries in real time.

In addition, Dr. Janesh Kumar, a faculty member, participated as a jury member at the ‘Young Scientist Conference’, and as a judge to select abstracts for oral presentations, and to evaluate oral presentations through the festival. DBT-NCCS also encouraged its staff, students and their families to participate and benefit from the diverse activities at IISF, and members from NCCS participated in different events at this festival.

**Links related to this story -**

\* **Twitter:** @DBT\_NCCS\_Pune

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\* **Facebook:** DBT - National Centre for Cell Science

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