



सत्यमेव जयते

Government of India

# MISSION ENLIGHTEN

SCIENCE MEDIA & COMMUNICATION RESEARCH INITIATIVES

## PREAMBLE

In order to strengthen Science Media & Communication, NCSTC aims to innovate, augment, encourage, synergize and harness research in these domains in keeping with emerging transdisciplinary trends especially transdisciplinary imaging for Sci-media, Sci-com research in areas like Environmental Health Sciences, Public Health, Medicine Sciences, Food, Biosciences, Agricultural Sciences, Energy, S&T Information Sciences, Science Fiction, Computational Media, Animation, Gamification for Scientific Literacy & Temper among others.

## APPROACH

Support shall be considered for initiatives focussed on innovative Sci-Media & Sci-Com research, including research on future of science literature, media magazines, research modules for existing/new popular science magazines/publication/ translations and pilot runs of the research-enriched versions so as to assess the impact, especially on youth, and defining the innovative models for replication/or scale up.

The stress is on involving lead institutions so that path-breaking innovative concepts & researches are nurtured and shared especially for young practitioners in science media & communication and achieving enrichment of public engagement. The successful models may be then considered for upgradation as multi modular Research Hubs.

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Guidelines & format are available under NCSTC section of DST website [www.dst.gov.in](http://www.dst.gov.in), and also on [www.onlinedst.gov.in](http://www.onlinedst.gov.in) where the project proposals are to be submitted.

# mission enlighten

SCIENCE MEDIA & COMMUNICATION RESEARCH INITIATIVES

## PRIORITIES

2018-19 & 2019-20

## PROJECT MODE SUPPORT FOR INITIATIVES

2018-19 & 2019-20

1) Genesis of precise and effective messages in S&T responding to current and future challenges based on sci-com researches in

- a) new & emerging media
- b) folk media valorisation

2) Research in enhancement and enrichment of experience of Viewers, Readers, Visitors, Consumers, Policy Makers & other Stakeholders at various platforms of engagement (exhibitions, museums, galleries, fairs, social media, and so on)

3) Research in Message & tool kit design and development for training, field interventions & outreach under thrust areas of NCSTC

- ◆ **Science media & communication research initiatives, including those related to future of science literature, media & magazines:** Development of research based scientific editorial content and related Modules for popular science magazines & publications, including research in popular science media and surveys
- ◆ **Virtual reality & Physical Interfaces of Science, Arts & Technology:** Research, Design, Development & Field Trials in Creative Media & Science Interfaces; Symposia, Workshops & Online Research Platforms for exchanges on creative frontiers in Science & Media
- ◆ **Sci-media/Sci-com Research Hubs** (Modular, 5-10 Nos in 2 yrs):
  - Pilot initiatives (Multi/Uni modular) with in Rs 25 Lakhs total for 1-2 yrs;
  - Scaled up versions with in Rs 50 Lakhs yearly for 1-3 years

*Module 1: Collaboratory* - System without walls, in which the nation's researchers can perform their research without regard to physical location, interacting with colleagues, accessing instrumentation, sharing data and resources, networking and accessing information

*Module 2: Science Media Lab* - To provide a transdisciplinary setting to develop, implement, and manage a program of critical research & collaboration based on digital lab-ware hands-on-science resources, & relevant resource material

*Module 3: Public Engagement* - To look out for and engage people with related challenges today & for future